Edward F. Gruver Co
Book Binders
Washington, D. C.

NAB LIBRARY

The NATIONAL ASSOCIATION OF BROADCASTERS
NAB Reports
1760 N STREET, N. W.
WASHINGTON 6, D. C.

NATIONAL ASSOCIATION OF BROADCASTERS
N A B REPORTS CONSOLIDATED INDEX

Volume XII - 1944

Page

AMERICAN FEDERATION OF MUSICIANS
  AFM Walks Out in WJJD Case 197
  Anti-Petrillo Bill Dies 480
  NLRB Retains Present Status of Platter Turners 441
  Pancake Turners 52
  Petrillo Threatens Networks Defies NLRB 463
  Platter Turner Developments 477
  Platter Turners Jurisdictional Dispute 392
  Senate Gets Bill to Curb Petrillo 440
  WLB After Petrillo 272
  NAB Special AFM Bulletin #24–#29

BROADCAST ADVERTISING
  Advertising and the War Effort 290
  Advertising Report, FTC 457
  Advertising's Responsibility in Postwar Employment 291
  Annual Report 303–306
  Audience Measurement 103–315
  Avery Speaks at National Men's Wear Ass'n 17
  Avery Speaks at NRDGA Annual Convention 8
  Department Stores Use Radio 56
  "Did You Say Patent Medicine?" 179
  FTC Advertising Surveys 458
  FTC Duties 457
  FTC Truth in Advertising 457
  General vs. Retail Rates 179
  KMBC Adopts New Station Advertising Theme 141
  NAB Dept. Expanded 153
  NRDGA Promotion Clinic 91–96
  NRDGA Promotion Exchange Ready 272
  NRDGA Retailers Calendar and Promotional Guide 405
  Open Letter to Young & Rubicam, Inc. 203–272
  Per-Inquiry—Allen Miller Production 120
  Per-Inquiry—Pitluk Advertising Co. 11
  President Extols Advertising 490
  Proprietary Ass'n Code of Advertising Practices 198
  Questionnaire Sent to All Stations about WAC Recruitment Advertising 239–272
  Radio Leading Medium, Says FTC Report 404
  Retail Promotion Plan Annual Report 306
  Retail Promotion Plan Continues to Receive Radio-Retailer Acclaim 120
  Retail Promotion Plan Results 16
  Retail Radio Advertising Must State Tax Separately 145
  Sales Managers Exec. Committee Meets in Chicago 442
  Sales Managers Exec. & Research Committees Meet in Cincinnati 96

Page
  Sales Managers Hear "What Radio Buyers Want to Know" 40
  Sales Managers Meetings 1–16–96
  Small Market Stations Committee Meets 443
  Small Market Stations Report 309–317
  Standard Coverage Study Underway 145–341–355
  Station Coverage Prime Research Objective 109–313
  "Strange Hold" Described as Caress of Freedom 193
  Suggestions for Cooperation with WPB Conservation Program 281
  WAC Advertising Backed by Industry 272
  WPB Declaration of Policy and Retailers Voluntary Program 272
  NAB Special Bulletins #9–#11

DEFENSE
  Advertisers War Effort Contribution 96
  Air Corps Casualties Available to Industry 145
  "America's Secret Weapon" Film Available to Stations 147
  Armed Forces Radio Service Thanks NAB for Personnel Information 71
  Army ETs Has Wide Acceptance 180
  Bond Booths on Docks 11
  D-Day and the Radio Giant 189
  Fifth War Loan 146–155–169–222–279
  Fighting Men Think About Post-War Jobs 242
  Fourth War Loan 11–71–109
  Future War Loans Pose Problems 222–324
  Industry Thanks "Fibber" McGee and Molly for D-Day Coverage Plug 192
  Let's Go to Town Programs 44–466–480–489
  More Treasury ETs for Sponsorship 31
  NAB War Activities 299–302
  National War Fund Campaign 327
  Paper Rationing Affects You 11
  Send Military Addresses to NAB 83–85–137
  Service Man Fights for Freedom of the Air 242
  Sixth War Loan 342–391–418
  Stations Ask for War Bond ETs 19
  Stations Favor Continuance Bond Campaign 18
  Stations War Effort Broadcasts 111–161
  Step Up Army Nurse Recruiting Efforts 280
  Talent Sparks WAVE Drive 253
  Voluntary Censorship Tightened 24
  War Officials Sound Note of Warning on "Surrender" News 341
  WROK Sponsors Showing of War Film 85

ENGINEERING
  Allocation Hearings 327–341–349–355–365–380–390–397–403

Page

Allocation Problems 277–279–292–323
Annual Report 322
Coaxial Cable Available 390
Crystals Now Available 89
Dissents to Allocation Proposal 403
District Engineering Committee 10
FCC-IRAC to Confer on Allocation 456
FCC Shows Interest in Home Receiver Standards 380
Fixed Condensers Available 110
Industrial Sound Equipment 110
NAB Committee Considers Allocations 279
NAB Develops Training Technique for Women Studio Operators 83
NAB Operator Training 56–71
NAB Surveys Broadcasters Use of High Frequency Supplementary Services 240
NAB Technician Pool 110
Post-War Broadcast Allocation Proposals 292
Post-War Set Design of Interest in Great Britain 381
Pulse Time Modulation Discussed at Rochester Fall Meeting 425
Radio Engineers Elect New Officers 419
Two NAB Staff Directors Address IRE Convention 26

FEDERAL COMMUNICATIONS COMMISSION

Adair, George P., New Chief Engineer 58
Allocation Hearings 327–341–349–355–365–380–390–397–403
Alternate Transmitters Authorized 289
Announcement Rule Adopted 464
Announcement Rule for Sponsored Programs 366–390–397
Application of WOI 468
Appropriations 24–33–92
Ask Congressional Policy on Sale of Radio Stations 247
A T & T Test in Bands Is Approved 205
Attention Focused on Allocations 277
Baker, Philip M., Leaves Legal Job 393
Change in Transcription Rule Not Yet Effective 178
Chairman Fly Announces Resignation 403
Chairman Fly Comments on "Don't Change Horses in the Middle of the Stream" 232
Chairman Fly Denies Rumored Retirement 261
Chairman Fly Meets with NAB Small Market Stations Committee 178
Chairman Fly Replies to Complaint vs. WMCA 240
Chairman Fly Speaks at FMBI Meeting 33
Chairman Fly and Wheeler Hail Radio 171
Comments on KWBU Hearing 329
Committee Appoints John J. Sirica as General Counsel 104
Craven, T. A. M., to Leave Commission 159
Data re 100-Watt Standard Broadcast Stations 140
Dissents to Allocation Proposal 403
Durr, Clifford J., Clarifies Dissent 248
Employee Data Forms 380
"Good Neighbor" Fellowship Awards 282
House Select Committee Closes Doors 442
House Select Committee Recommends Use of Uniform System of Accounts for Stations 478
Hudson, Robert, to Assist Fly 156
Identification Break Waived 25
Inquiry on Railroad Use of Radio 146
Inspection of Records, Order No. 118 18
IRAC to Confer on Allocation 456
James, W. Ervin, Aide to Navy 105
Jenkins, Alexander T., Retires from Commission 329
Jett, Ewell K., Nominated to Commission 7–58
Jorgensen, Norman E., Joins Navy 92
Marks, Leonard, Heads New Facilities Section 193
NAB Comments on Proposed Electrical Transcription Rule 204
NAB Cooperates in Manpower Survey 240
NAB Files Brief on FCC Order 118 Amending Rule 51

Page

NAB's Postponement Request Granted 404
Network Transcription Rule Undecided 367
Networks Warned on FM Broadcasting 168
New Application Form 216
New Division Organized 425
New Multiple Ownership Order 31
Newspaper Case Closed 7
Number of Stations—February 42
Number of Stations—March 113
Number of Stations—April 164
Number of Stations—May 208
Number of Stations—June 242
Number of Stations—August 341
Number of Stations—September 394
Number of Stations—October 434
Number of Stations—1944 471
Personnel Changes in Engineering Dept. 393
Policy on C. P.'s Clarified 23
Porter, Paul A., Named Chairman 478
Porter Named to Succeed Fly 423
Proposed Identification Rule Revised 431
Proposed Network Recording Rule 31
Railroad Hearings Set 216
Rejects Liberalization, Tightens ET Rule 280
Relay Station Broadcast Licenses Adjusted 180
Renewal Forms Revised 191
Reports FM Bursts to RTPB 192
Revises Multiple Ownership Compliance Procedure 101
RID Alerted 193
Rock Island Permits Granted 180
Rules Amended on Commencement and Completion of Construction 216
Siling, Philip F., Resigns to Join RCA 281
Statistics on U. S. Communications Industry Out Soon 290
Television Multiples Increased 160
Transcription Announcements 159
Transfer of Control Regulation 12
UAW-CIO Petition vs. WHKC for Hearing 222
Views Expressed on "Public Interest" 468
NAB Special Allocation Bulletins #1–#12

FREQUENCY MODULATION

FM vs. AM Television Sound 64
FM Broadcasters Meet 25
FM Channel Width Studied by Panel 1 261
FM Educational Broadcasting 241
FM for Education 456
School Broadcast Conference Discusses FM 398

GENERAL

Advertising Federation Calls Off Its Annual Meet 122
American Library Ass'n Spots 170
Beyond the New Horizons Broadcasting Wields Its Power—Glenn Bannerman 481
Billboard on NAB Political Booklet 390
Blue Network Files for Name Change 399
BMI to Arrange to Publish, Record 25th Anniversary Musical Signature 466
Correspondents Plan Dinner 490
Boy Scouts Thank NAB 205
Broadcasting Builds Attendance, Says National Baseball Congress President 369
Buckendahl, Harry H., Made Vice President of KOIN 330
Canadian Ass'n of Broadcasters Convention 61
Certificate of Appreciation to Dr. Armstrong 214
Coast Guard Thanks Radio for Commemorative Programs 282
College Degrees in "Radio Journalism" Seen by NAB Radio News Committee 26
Committee Studies College Radio Courses 32
Council on Radio Journalism 480
DAR Demands Free Radio 163
"Daylight Saving" Time 154
"Don't Change Horses in the Middle of the Stream" 232
Educators Request More Channels 32

Page

Ellis, Ray C., Addresses RMA Conference 192
Get Out the Vote 328
Halpin, Lester A., Rejoins KOIN 368
Honorable Chan Gurney on Free Speech 103
Hopkins, Jack, Continues as President of Florida Association of Broadcasters 121
Identification Break Waived 25
Imported U. S. Radios and Domestic Production Maintain Listening in Britain 19–57
Increased Production Excludes Radio 233
Industry Receives Signal Corps Certificate of Appreciation 205
Industry Thanked by Infantile Paralysis Foundation 55–65
Infantile Paralysis Fund Drive 443
Information Wanted on Infringement of a Radio Idea 89
Information Wanted on Matthew Halton Radio Award 165
Information Wanted on "Rape of Radio" Book Cover 19
Inquiry on Power Rates 110
Liberty Bell Recordings 356–367–382
Murphy, Kingsley H., Buys KSO 156
NAB Protests Army Questionnaire 349–355
NAB Receives Red Cross Citation 160
National Association of Evangelicals Questionnaire 11
National Music Week 141
National Thrift Week 11
Nebraska Broadcasters Hold State Meeting 180
New Award Is Created for Radio Contribution to Cause of Democracy 139
New York State DAR Commends Radio's War Service 382
No Attempts to Influence News by Advertisers 56
No More "Disclaimers" 118
"On the Air" Will Show Anywhere 105
Oregon-Washington Broadcasters Meet 96–104
Peabody Awards 342–356
Peabody Directs Attention to Multiple Entry Provision 406
Peabody Entry Deadline 466
Peabody Winners 135
President Extols Advertising 490
Program Log Information Wanted 110
Proposed Sale of WBT 33
Proprietary Ass'n Code of Advertising Practices 198
Radio Correspondents' Request Backed by NAB 381
Radio Does a Job 77
Radio Figures Prominently in Ad Club War Projects 179
Radio Largest Source of War News 141
Radio News Needs Studied 367
Radio Newsroom Manpower Survey 241
Radio Pays Tribute to the YMCA Centennial 206
Radio Praised for D-Day Coverage 205
Radio Reduces Absenteeism 4–241
Radio's 25th Anniversary 439–454–465 480–487–489
Railroads Test Radio Train Communication 121
Red Cross Promotion Piece 281
Republican Convention Radio Coverage Great Engineering Feat 215
Republican Plank on Freedom of Press and Radio 214
Restrictions on Wholesale Radio Distributors Eased 293
School Broadcast Conference Makes Awards 398
Sound of Liberty Bell Recorded for Stations 356
Stations Study Public Likes and Dislikes 56
Third Regional Radio Conference 418–432
Trammell Extols Radio and Press 4
Union Theological Seminary Undertakes Radio Survey 193
War Advertising Council Revamps Plans 350
War Department Certificate of Appreciation 213
Warning of Sale of Electronic Material 398
Watch for Harry Keefe 274

Page

WHAS Has Full-Time Religious Coordinator 233
WHYN Buys Mount Tom 262
WRVA Announcements Recover Sailor's Bag 70

GOVERNMENT

Chatten, L. J., Advanced in WPB 368
Cohen, Phil, to London 168
Crystals Now Available 89
Curtin, D. Thomas, WMC Radio Chief 104
Ellis, Ray, Returns as Acting Director of WPB 468
FTC Advertising Report 457
FTC Advertising Surveys 458
FTC Report on Radio 12
FTC Truth in Advertising 457
Fetzer, John E., Replaces Ryan at Censorship 69
Henry, Glenn, Leaves WPB 199
Hymes, John D., Leaves OWI 456
Internal Revenue, Talent Tax Status 63
Ludlam, George P., Succeeds Philip H. Cohen at OWI 120
McGee, Charlie H., Leaves WPB 254
McIntosh, Frank H., Leaves WPB 159
More Treasury ETs for Sponsorship 31–57
NAB Program Managers Commend Radio Branch of OWI 328
Navy Department Compliments NAB 41
Navy Thanks Broadcasters 490
ODT Salutes Radio 355
OWI Needs Overseas Personnel 64–122
Policy on C. P.'s Clarified 23
Price Censorship Release 260
Restrictions on Wholesale Radio Distributors Eased 293
Signal Corps Presentation Ceremony 262
Smith, Robert J., New Treasury Radio Chief 169
Sub-committee Considers "Daylight Saving" 154
Treasury Salutes Industry 272
U. S. Communications Representatives Confer with Colombian Government 194
U. S. Office of Education Plans Better Equipment for School Radio 216
Voluntary Censorship Tightened 24
War Department Recognizes NAB Activity 31
Wartime Censorship Control Committee Disbands 291
WLB After Petrillo 272
WMC Continues Broadcasting in Essential Category 70
WMC Manpower Budget Plan 83
WPB Declaration of Policy and Retailers Voluntary Program 272
WPB Hinges Radio Manufacture on Germany's Surrender 289
WPB Interprets P-133 154
WPB Radio & Radar Division Revokes Two Orders 329
WPB Transfers and Extends Maintenance Repair Ratings 357

LABOR

AFM Walks Out in WJJD Case 197
Annual Report 303
Anti-Petrillo Bill Dies 480
Assigned Announcer Fee Principle Opposed 177
Basic Steel Decision 455
Christmas and Year-End Bonuses 455
CIO & NAB Code 260
Commission Employees—New Policy 2
FCC Sets UAW-CIO Petition vs. WHKC for Hearing 222
Green, William, Says WJJD Strike Unauthorized 118
Hillbilly Recruits War Labor Over KWKH 207
Increase Permitted in Minimum Basic Hourly Wage Rates 455
Information Needed on Membership of Women Technicians in IBEW Unions 191
NAB Labor Post Filled by John Morgan Davis 271
NLRB Retains Present Status of Platter Turners 441

Page
Network-AFRA Agreement Reached 415
Pancake Turners 52
Petrillo Threatens Networks, Defies NLRB 463
Platter Turner Developments 477
Platter Turners Jurisdictional Dispute 392
Preferential Hiring 455
Senate Gets Bill to Curb Petrillo 440
Speedy Action Follows Appeal to Strikers Over Pittsburgh Stations 233
Wage & Hour (Talent Fees) 15
Wage Order Affects Broadcasters 232
Wage Stabilization Extended 178
WCOV Wins Arbitration Award 102
WJJD Presents Case 159
WLB After Petrillo 272
WLB Statement on Voluntary Bonuses 160
WMAL Case 136
WMC Appeals Procedure Modified 53

LEGISLATION

Allocation Hearings 327–341–349–355–365–380–390–397–403
Brown and Rankin File Bills Affecting Radio 65
Brown Bill H. R. 431—Study and Investigation of News Released to Armed Forces 65
Clark Committee Hears Interlochen Ban Story 89
Congressman Wigglesworth Queries Guest Speaker Practice—Political Broadcasts 368
Dissents to Allocation Proposal 403
FCC Commissioners Comment on KWBU Hearing 329
House Select Committee Closes Doors 442
House Select Committee Recommends Uniform System of Accounts for Stations 478
International Communications Investigation 83
Limitation on Advertising Broadcasts S. 814 190
NAB Committee Considers White-Wheeler Bill 177
NAB Committee Meets with Chairman Wheeler 70–83
NAB Legislation Annual Report 311
NAB Reviews Legislative Position 190
NAB Revises Legislative Recommendations 24
Prohibit Interference with the Broadcasting of Non-commercial Cultural or Educational Programs. S. 1957 191
Rankin Bill H. R. 4151—Libel and Slander 65
Senator Pepper Advocates Broadcast of Congressional Proceedings 280
Wheeler-Fly on Future of Communications 171
NAB Special Legislative Bulletins Vol. 12, #1–#13

MUSIC

AFM Recording Ban 391
ASCAP Adds Foreign Catalogue 360
BMI Board Meeting 197
Broadcasters Want Stronger BMI 62
Clark Committee Hears Interlochen Ban Story 89
Commodore Records 53
Haverlin Leaves BMI—Joins MBS 89
NAB at Nabet Hearing 356
NAB Music Committee Confers with ASCAP 139
National War Labor Board Refers AFM Refusal to OES 328
Petrillo Rejects Roosevelt Plea 377
President Roosevelt Requests Petrillo to Lift Recording Ban 365
Radio's 25th Anniversary Recordings on the Way 466–489
Resolution Adopted 154
Ryan, Harold, Elected President of BMI 118
Who Owns the Words and Music, Jan Schimek 392
WJJD Presents Case 159
NAB Special Music Bulletin Vol. 12, #1

NATIONAL ASSOCIATION OF BROADCASTERS

Annual Convention 31–197–221–259–271–289–300–327
Answers Statements about Code Made in WHKC Case 397

Page
Ass'n of Women Directors Stage Big Event 57–222–242
Audience Measurement Bureau Committee Meets 31
Board Meeting—Feb. 2 & 3 15–136
Board Meeting—May 8, 9, 10 153
Board Meeting—Nov. 14, 15 415–424
Brief Filed on FCC Order 118 Amending Rule 1.5 51
Broadcasters Discuss Essential Character of Radio 79
By-Law Change 153
By-Law Revisions 367
Code & CIO 260
Code Committee Meeting 328–341–366–390
Code Committee Report 320
Code, Controversial Issues 77
Code, Technical and Program Departments Discussed in Bulletin 281
Comments on Proposed Electrical Transcription Rule 204
Committees Named 440
Convention Site & Program Committee Meet 9
Cornelius, Helen, Joins Staff 368
District 2 Meeting 78
District 3 Meeting 79
District 6 Meeting 69
District 8 Meeting 39
District 10 Meeting 39
District 12 Meeting 63
District 13 Meeting 62
District 14 Meeting 41–53
District 15 Meeting 104
District 16 Meeting 54
District Engineering Committee 10
District Meetings Resolutions 39
District Meetings Schedule 1–7–15–25–453–479
Engineering Committee Considers Allocation 279
FCC-NAB Cooperate in Manpower Survey 240
Fetzer, John E., District 8 Director 39
Finance Committee Meet 9
Financial Report 306
FM Stations Join NAB 489
Gillin, John J., Director District 10 39
Kolin, Hager, Director District 2 78
Labor Post Filled by John Morgan Davis 271
Legislative Committee Considers White-Wheeler Bill 177
Legislative Committee Meets 467
Legislative Committee Meets with Chairman Wheeler 70–83
Legislative Position Reviewed 190
Membership 301–304
Membership Certificates 105
Music Committee Confers with ASCAP 139
Navy Department Compliments NAB 41
News Committee Plans Council on Radio Journalism 214
News Committee to Meet 480
News Sub-Committee Meets 18
Non-Member Stations Invited to Affiliate with NAB 197
Official Notice 1945 Dues Schedule 432
Operator Training 56–71
Participation in FCC Allocation Hearings 341
President's Annual Report 299
Program Managers Commend Radio Branch of OWI 328
Program Managers Executive Committee 10–320
Program Managers Start Series of Bulletins 232
Proposed By-Law Amendments 231
Public Relations Meetings 1–25
Radio News Committee 26–320–329
Radio News Committee Work Gets Further Cooperation 121
Radio's 25th Anniversary Network Committee Appointed 489
Research Committee Meets 261
Revised Legislative Recommendations 24

Page
Ryan, J. Harold, New President 29–118
Ryan, J. Harold, Expresses Faith in Broadcasting's Future 117
Ryan, J. Harold, Speaks on Radio and War 249
Ryan, William B., Director District 16 54
Sales Managers Exec. Committee Meets in Chicago 442
Sales Managers Hear "What Radio Buyers Want to Know" 40
Sales Managers Meetings 1–16
Salt Lake City Broadcasters Meet with Egolf and Avery 54
Second Edition of "Is Your Hat in the Ring" 261
Secretary-Treasurer's Annual Report 302
Signal Corps Presentation Ceremony Recordings Ready 262
Small Market Stations Committee Examines Study of Group Selling 167
Small Market Stations Committee Meets with Chairman Fly 178
Small Market Stations Committee Meet 309–443
Stringer, Arthur, Receives Signal Corps Certificate of Appreciation 281
Surveys Broadcasters Use of High Frequency Supplementary Services 240
Treasury Salutes Industry 272
Two Board Members Enter Service 249
War Department Recognizes NAB Activity 31
Way, William B., Director District 12 63
Wooten, Hoyt B., Director District 6 69
Yocum, Ed., Director District 14 41–53

PROMOTION

Annual Report 323
Big Response to WIOD Bond Shows 490
Design Technique vs. Service Requirements—Irwin W. Stanton 45
Industry Responds to Gen. "Ike's" Request for Home Town Programs 387
Iowa Churches Install Loud Speakers to Hear New Bishop Over WHO 281
Kansas City Goes in for Kid Shows 42
Kansas City Symphony Sold for Twenty Week Series 399
KMBC Issues Service Brochure 105
KMBC-FM Makes Commercial Bow in Kansas City 254
KOB Co-Sponsored Bond Contest 223
KOIN Banquets Million Dollar Club 406
KRNT Column in Iowa Papers 199
KRNT and KSO Launch "Food for Freedom Fair" 105
KROY Tells of Public Service 164
KTSW Establishes Radio Scholarship 156
KXOK Has New Type Public Forum Broadcast 121
KXOK's "Jobs for Heroes" Gets Results 84
"Let's Go to Town" Programs 443–466–480–489
Midland Schools Tell Story of War Effort in Book 330
Parents Acclaim New WMAZ Program 234
Pioneers Education by Radio in N. C. 241
Post-War Radio Service 45
Radio in Service of Home and Nation—A. Stringer 48
Radio's 25th Anniversary 439–454–465
480–487–489
Red Cross Promotion Piece 281
Schedules for KRNT Listeners 223
Station Man Wins War Bond in Band Naming Contest 468
Studio Audience Music Appreciation Combat Juvenile Delinquency at WAVE 456
Task Force Commanders 388–405–416–433
Three Stations Combine to Promote Knoxville Market 180
"Town Meeting" Promoted Drive Over WROK 223
WAAT Launches Novel Bond Selling Drive 456
War Bond First Prize in Contest to Name Program Unit 359

Page
War Department Arranges Maximum Circulation on "Let's Go to Town" Programs 454
War Effort Reports 111–161
WAVE Sells in 4th War Loan Drive 70
WBIG Plans Morale Series 155
WBIG to Originate Network Series 199
WBZ Free Radio Workshop Opens 217
WBZ Warcasts Increase Production, Raise Morale 111
WFOY Ends Campaign with Bicycle Rodeo 382
WFOY Issues "Thank You" Piece 262
WGAR and WJR Survey Stations 56
WGAR's Library Promotion 32
WHAS Awards Scholarship 398
WIOD's Bond Promotion Clicks 217
WJAG Serves in Emergency 170
WJR Brochure—"Victory F.O.B." 110
WLS Has 20th Birthday 111
WMAZ Cancels Sponsored Religious Programs 241
WMOH Off to Flying Start 443
Women Staff New NBC Show 91
WOPI Observes 15th Anniversary 199
WOW Begins 22nd Year 111
WOWO's "Proudly We Hail" 147
WQAM Issues "Service" Brochure 164
WQAM Juvenile Delinquency Program 163
WRVA Campaign Producing "Smokes for Our Wounded" 170
WRVA Careless Talk Slogan Contest 90
WTAG Show Produces Bond Sales 206
WTIC's Unique Wartime Program 141
WWNC Issues News Program Schedule 199

PUBLIC RELATIONS

American Home Campaign Contest 85–242
Annual Report 319
Chicago School Broadcasts Grow 273
Children's Programs Discussed 179–273
Deadline on Photos for NAB Public Relations Book 193
Egolf Speaks on Venereal Diseases 147
Fifteenth Institute for Education by Radio 123
Free Radio Explained by Radio 221
KFI Points Up Fight on Venereal Diseases 147
KTSM Booklet on El Paso Radio Forum 85
Lewis, Dorothy, Fall Tour 358
Lewis, Dorothy, Schedule Southern Tour 85
Listener Activity 343
Listener Activity Annual Report 321
NAB Ass'n of Women Directors Stage Big Event 57
NAB Participates in Ohio Institute 155
Notes from Listener Activity Office 234
Public Relations Committee Meetings 125
Radio Council of New York 359
Radio Councils Activities 19–26–321
Radio Council Plan Extolled 457
Radio Education Conference Planned for New York 292
Radio Facilities and Activities Surveyed in New Jersey Schools 207
Radio Farm Directors Organize Ass'n. 154–155
Radio News Committee 320
Radio Women at White House 198
Results of AWD General Survey of Women's Programs 122
Rochester Hospital Council Broadcasts 91
School Broadcast Conference Set 273
"Tell Us About Radio", WGAR 90
Three New Radio Councils 292

RADIO TECHNICAL PLANNING BOARD

Allocation Panel Meets 233–261
Changes Name of Panel #5 222
FCC Reports FM Bursts 192
FM and Television Panel Meetings 119
FM Jurisdictional Dispute 293
Frazier, Howard, Testifies for Panel #4 357
NAB Engineering Report 322

Page
- Panel #3 Meeting 55
- Panel #4 Meeting 2–154–233–418
- Panel #5 Meeting 56–162–222
- Panel #6 Meeting 64

RESEARCH
- AAAA Officially Approves Circulation Project 365
- Advice on Questionnaires 349–355
- Annual Report 313
- ANA Approves Circulation Project 365
- Audience Measurement 315
- Broadcast Measurement Bureau 424–454–465–488
- Data Re 200- to 500-Watt Stations 121
- NAB Committee Meets 261
- Population Shifts 65
- Radio Families—Jan. 1944 17
- Radio Families—Jan. 1945 488
- Radio News Needs Studied 367
- Research and Sales Managers Exec. Committees Meet 96
- Small Market Stations Report 317
- Standard Circulation Presented to ANA and AAAA 341
- Standard Coverage Study Under Way 145
- Station Circulation Plan Progresses 355
- Station Analyses 318
- Station Coverage 313
- Station Coverage Prime Research Objective 109

SELECTIVE SERVICE
- Communications Common Carriers Denied Deferments 109
- New Developments 95
- Selective Service and Re-employment 488
- WMC Continues Broadcasting in Essential Category 70
- NAB Special Selective Service Bulletins #17–#22

Page

TAXATION
- Annual Report 313
- Excess Profits Tax 316
- How to Mention Federal Excise Tax in Retail Radio Advertising 167
- Retail Radio Advertising Must State Tax Separately 145
- Talent Tax Status 63

TELEVISION
- Awards 467
- Dr. DeForest on Television 254
- First Annual Television Conference Well Attended 466
- Joyce Forecasts Television at NRDGA Promotion Clinic 96
- Small Market Stations in Television 168
- Television Meeting 32
- Television Multiples Increased 160
- Television Stations Listed 32
- Television in Spotlight 145
- WHYN Buys Mount Tom 262

TUBES
- Increased Tube Production Is Under Way 241
- Miniature Tube Demand Increases 418
- More Tubes After V-E Day 368
- NAB Investigating Damage to Transmitting Tubes in Transit 491
- NAB Predicts More Tubes in Last Half of Year 214
- Views on Production Differ 2
- WPB Revokes Two Orders 329

NATIONAL ASSOCIATION OF BROADCASTERS SPECIAL BULLETINS INDEX

1944

No.

Allocation Hearings .... #1, #12, INDEX
  (See Special Allocation Bulletin Index)

AMERICAN FEDERATION OF MUSICIANS .... #24–#29
  An Open Union .... #24
  Commercial Use of Records .... #24
  Committee of NAB .... #24
  Concurring Opinion of Gilbert E. Fuller .... #24
  Dissenting Opinion of Max Zaritsky .... #24
  Electrical Transcription Manufacturers .... #28
  Findings and Conclusions of Panel .... #24
  Four-Employer Contract and the Requests of the Parties .... #24
  History of the Controversy .... #24
  Jurisdiction of National War Labor Board .... #24
  KSTP Case .... #28, #29
  NAB Board Condemns Platter Turner Principle .... #27
  Petrillo's Victory .... #29
  Principles .... #24
  Recommendations of Panel .... #24
  Report and Recommendation of Panel .... #24
  Unemployment .... #24
  Union Omissions .... #24
  Union's Position on the Merits .... #24
  WJJD Case .... #26, #28
  WLB Hears Arguments on Panel Report and Recommendation .... #25
  WLB Orders Musicians Back to Work .... #26
  WLB Panel Rebuffs Petrillo .... #24

NAB ANNUAL REPORT, Vol. 12 .... #35

THE BEAM, Vol. 2 .... #1–#4

BROADCAST ADVERTISING .... #9, #11
  Proprietary Advertising Code .... #10
  Proprietary Transcriptions Available .... #10
  Quiz Kids Compete with Store Executives .... #9
  Radio Presentation Enthusiastically Applauded at Proprietary Ass'n Advertising Clinic .... #10
  Radio Recognized as Primary Retail Medium .... #9
  Sales Managers Exec. Committee Participates in Promotion Clinic of NRDGA .... #9
  Sales Portfolio for 5th War Loan Advertising #11
  State Chairmen of War Finance Committees .... #11

INFORMATION .... #17
  No More "Disclaimers" .... #17

LEGISLATIVE, Vol. 12 .... #1–#13
  Attorney General Biddle's Letter Explaining FBI's Chief's Refusal to Answer Regarding Fingerprint Controversy .... #2
  Chairman Fly Objects to Select Committee Procedure in Open Letter to Chairman Lea .... #2
  Chairman Fly Predicts Early Limitation on AM Owners .... #13
  Chairman Fly Testimony Heard by Lea Committee .... #4, #5, #6
  Committee Questions Fly on Newspaper Policy #11
  Denny's Testimony Before Lea Committee .. #6, #7
  Dies Says Broadcaster-Columnists Facing Investigation .... #3
  Dr. Leigh Presents Justification and Rebuttal of FBIS Organization and Activities .... #11
  Falsification of Personnel Records .... #2
  FBI Chief Testifies in "Finger-Print Controversy" .... #1
  FCC General Counsel Denny Rebuts Foreign Language Broadcast Testimony .... #6
  FCC Rebuttal Testimony Before the Lea Committee .... #7, #8
  Hoffman Traces Necessity for FCC Proposed Recording Rule for Winchell Broadcasts .. #3, #4
  House Hears Lea, Wigglesworth, Hart and Magnuson Debate Garey Resignation .... #3
  Lea Hearings Touch on Multiple Ownership Limitation .... #13
  NAB Legislative Committee Meets With Senator Wheeler .... #4
  Organization and Principal Functions of the Radio Intelligence Division of the FCC .. #10, #11
  Query What Commission Considers "Control" .. #13
  WFTL Sale .... #12, #13
  White-Wheeler Bill S. 814 .... #9

MUSIC, Vol. 12 .... #1
  NAB Music Committee Report .... #1

PROGRAM MANAGERS .... #1–#4
  Foreword by Harold Fair .... #1
  NAB Code and Programming by Edgar L. Bill #2
  Program Manager Looks at the Technical Dept. by Bob De Haven .... #2
  Program Manager's Obligation to Management and Audience by Irvin G. Abeloff .... #1
  Programs for Tomorrow by Clarence L. Menser #3
  Technical Department Has a Look at the Program Department—Reed Snyder .... #2
  Who Owns the Words and Music—Jan Schimek #4

RADIO'S 25th ANNIVERSARY .... #1

REEMPLOYMENT .... #1

SELECTIVE SERVICE .... #17–#22
  Essential Activities .... #19
  Manpower and Selective Service .... #20
  Occupational Deferments Curbed .... #18
  Occupational Deferment Procedure Outlined .. #21
  Revised Selective Service Act .... #17
  Selective Service Changes Rules .... #22
  Selective Service Reaffirms Critical Occupation Classifications .... #21

SWAP .... #46–#56

WAR .... #15–#17
  "Food for All" American Red Cross .... #16
  Successful Promotions Used in 4th War Loan Drive .... #15
  Treasury ET's for 6th War Loan .... #17

WAR CONFERENCE .... #1, #2

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 1, January 7,1944

COMPREHENSIVE INDEX—1943 REPORTS

With this mailing of the NAB REPORTS there goes a comprehensive index to Volume XI, the 1943 NAB REPORTS. Members will find this valuable in making full use of their 1943 REPORTS.

DISTRICT AND COMMITTEE MEETINGS SCHEDULED

A number of important committee meetings, as well as the District Meetings required by the By-Laws to be held this year, have been definitely scheduled. All of these meetings are important to the conduct of the Association and to the determination of industry policy. Following is the complete schedule:

Monday, January 10—Tuesday, January 11:
  NAB Board Sub-Committee on Finance, Hotel Roosevelt, New York

Tuesday, January 11—Wednesday, January 12:
  Program Directors Executive Committee—Waldorf-Astoria, N. Y.

Friday, January 14:
  Board Sub-Committee on Convention Site and Program, Palmer House, Chicago, Ill.

Tuesday, January 18—Wednesday, January 19:
  Sales Managers Executive Committee—Roosevelt Hotel, N. Y.

Thursday, January 20—Friday, January 21:
  Public Relations Executive Committee—Roosevelt Hotel, N. Y.

Tuesday, February 1:
  8th District Meeting (Michigan, Indiana)—Columbia Club, Indianapolis, Indiana

Friday, February 4—Saturday, February 5:
  10th District Meeting (Iowa, Nebraska, Missouri)—Hotel Fontenelle, Omaha, Neb.

Monday, February 7—Tuesday, February 8:
  14th District Meeting (Colorado, Idaho, Montana, Utah, Wyoming)—Denver, Col., Cosmopolitan Hotel.

Friday, February 11:
  16th District Meeting (Arizona, Southern California and New Mexico), Los Angeles, Cal.

Monday, February 14—Tuesday, February 15—Wednesday, February 16:
  Canadian Association of Broadcasters—Quebec
  (NAB will be officially represented at this meeting by several members of the Board)

Thursday, February 17:
  13th District Meeting (Texas)
  Baker Hotel, Dallas, Texas

Monday, February 21:
  12th District Meeting (Kansas, Oklahoma), Topeka, Kansas

Thursday, February 24—Friday, February 25:
  6th District Meeting (Arkansas, Louisiana, Mississippi, Tennessee)
  Peabody Hotel, Memphis, Tennessee

Monday, February 28—Tuesday, February 29:
  3rd District Meeting (Delaware, Pennsylvania, Maryland)
  Pittsburgh, Pennsylvania

Wednesday, March 1—Thursday, March 2:
  2nd District Meeting (New York, New Jersey)
  Place not yet determined

Wednesday, March 8—Thursday, March 9:
  NAB Board of Directors, Hotel Statler, Washington, D. C.

Wednesday, March 15—Thursday, March 16:
  Radio News Committee—Roosevelt Hotel, New York

Neville Miller, president, Lewis H. Avery, director of Broadcast Advertising, and Willard D. Egolf, assistant to the president, will attend all District Meetings.

Further details respecting meetings will be given as soon as word is received from the respective district directors. In all of the even numbered districts, in which meetings are to be held, the selection of a director, for the two-year term beginning at the 1944 annual convention, will be held.

Those planning to attend district meetings should take immediate steps to secure hotel reservations.

SALES MANAGERS AND PUBLIC RELATIONS DIRECTORS SESSIONS TO BE HELD AT DISTRICT MEETINGS

Both sales problems and subjects of interest to Public Relations Directors will be discussed at the forthcoming District Meetings. Sessions devoted to these discussions will be presided over by the District Chairmen of the Sales Managers and Public Relations Committees, respectively.

Such chairmen are urged to submit their suggestions for these sessions to the NAB staff members assigned to these committees—Lewis H. Avery for sales and Willard D. Egolf for public relations. The topics to be discussed will be reviewed at the Sales Managers Executive Committee meeting scheduled in New York on January 18 and 19, 1944 and at the Public Relations Executive

(Continued on page 2)

1944 REPORTS BINDERS

Slight delay has been experienced in shipping the binders for the 1944 REPORTS. They are now, however, being prepared and should reach all member stations before the middle of next week.

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON Phone NAtional 2080

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Joseph L. Miller, *Director of Labor Relations;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

SALES MANAGERS AND PUBLIC RELATIONS DIRECTORS SESSIONS TO BE HELD AT DISTRICT MEETINGS

(Continued from page 1)

Committee meeting, also booked for New York on January 20 and 21, 1944.

If you are unable to send your suggestions to NAB headquarters before the Executive Committee meetings are held, address your letter to the New York office of NAB at 535 Fifth Avenue, New York 17, N. Y.

NEW POLICY RE COMMISSION EMPLOYEES

Judge Fred M. Vinson, Director of Economic Stabilization, recently announced in a letter to the Commissioner of Internal Revenue a uniform policy for treatment of employees under the stabilization program during 1944. The Commissioner is authorized and directed to apply the same stabilization rule to commission earnings and related methods of compensation coming under his jurisdiction as are now applied by the National War Labor Board with respect to commission salesmen earning less than $5,000 per annum.

Under the NWLB's rule no approval for any increase or decrease in total annual commission earnings is required so long as the commission rate on the individual transaction is not changed. Judge Vinson's announcement extends this policy to those commission salesmen earning in excess of $5,000 per annum.

Any increase or decrease in the commission rate or any change from salary to commission basis will require the approval of the Commissioner of Internal Revenue or NWLB, depending on which agency has jurisdiction.

The restrictions under the stabilization program on changes of basic hourly piecework or salary rates are equally applicable to changes in commission rates.

This announcement does not involve any change in the policy on the salesmen's own sales. Although regulations were issued by the Commissioner on September 4, 1943, designed in general to limit total commission earnings to those of the previous year, this regulation was subsequently suspended as to commissions on the salesman's own sales. That suspension harmonized the commission rule applied by the Commissioner with those of the NWLB with respect to direct commissions. The action approved by the Economic Stabilization Director unifies the principles to be administered in 1944 not only for direct commissions, but as well for compensation based on a percentage of the sales of others, a percentage of profits and other like arrangements. With respect to these latter employment contracts, the Director's action taken pursuant to the Commissioner's recommendation modifies the restriction on increases in total earnings administered by the Commissioner of Internal Revenue during 1943.

In connection with the commission rule applied by the National War Labor Board, the Economic Stabilization Director, in his letter to the Commissioner stated, "I am satisfied the commission rule applied by the National War Labor Board is not in conflict with the basic principles of the stabilization program and further that it rests on sound considerations of administrative necessity. I shall not, on the basis of present information, direct any change in the principle applied by the National War Labor Board with respect to commission earnings. Accordingly, I am moved by your recommendation to conclude that the same principle should apply for the calendar year 1944 to commission earnings and related methods of compensation subject to your jurisdiction. You are authorized and directed to take appropriate action to effectuate this policy."

Any further announcements on the subject will be made by the Commissioner and in due course regulations will issue from his office implementing the announced policy.

Errata

It has been called to our attention that an error appeared in the notice of the IRE Winter Technical Meeting on page 507 of December 24 NAB Reports.

The joint meeting of the Institute of Radio Engineers and the American Institute of Electrical Engineers will be held on Thursday evening, January 27 and not on Saturday evening as erroneously stated.

VIEWS ON TUBE PRODUCTION DIFFER

Tube manufacturers received from WPB this week a directive authorizing the production and distribution of specific types and quantities of tubes for household receivers. For the most part the tubes are limited to those most urgently wanted, as disclosed in NAB's tube survey of some months ago.

There is difference of opinion as to the date these tubes will reach distributors in quantity.

Radio and Radar Division of WPB is more optimistic than the trade. Whereas the former thinks tubes will reach outlets by next February 1, trade believes that it will be some weeks later.

At the factories, it is reported, there seems to be no clear and complete correlation between the directives received and orders on hand. Seemingly some time would be required for resolving this and other differences of opinion which are reported to exist.

Engineering

RTPB PANEL 4 ORGANIZATIONAL MEETING

Forty members, alternates and observers were present at the first meeting of Panel 4, Standard Broadcasting, held in New York on January 5. Nearly all organizations participating in the work of the Panel were represented.

Chairman Howard S. Frazier, on opening the meeting shortly after ten o'clock, made the following statement concerning the importance of the studies to be undertaken by the Panel.

"We hear much talk about a period of dual AM and FM operation after the war, to be followed by abandonment of regional and local AM channels. Your chairman does not share this view, but believes that dual operation will be the general practice for many years. Both types of service are broadcasting, and in time, each service will find its permanent place and function in serving the public.

"AM broadcasting has not yet been utilized to the fullest extent possible with the present development of the art. Most stations are plagued by serious interference at night and many areas of the country are without primary service, both day and night. There are indications that the problem of static may be solved by the application of a recent development.

"According to information released by the FCC in June 1938, there were approximately 10,000,000 inhabitants of this country living outside the daytime service area of any broadcast station. The same survey indicates that more than 21,000,000 people are living outside of the nighttime service range of all stations. When it is realized that the total population of Canada is slightly more than 11,000,000, the relative importance of this problem can be evaluated. Perhaps the greatest service this panel could hope to perform, would be the development of standards and methods which would eventually bring reliable radio reception to most of these people. A review of the agenda will indicate that several topics have been proposed for study which may contribute to the solution of this problem. Newer methods of broadcasting and television are not expected to contribute materially to the improvement of rural service. Obviously then, the responsibility for the solution of this problem rests with this panel. It is hoped that while exploring methods of improving the areas of rural coverage, much can also be done to alleviate existing interference conditions and increase present signal intensities of many stations."

The agenda of the meeting follows:

I. Review of RTPB purposes and procedure.

II. Proposed organization of Panel 4.

III. Discussion of suggested study projects.

- A. FCC rules governing standard broadcast stations and standards of good engineering practice.
  - (1) Discussion of average sky wave curves, second hour.
  - (2) Should operation of compressor amplifiers be regulated?
  - (3) Review present FCC rules governing standard broadcast stations and standards of good engineering practice and report suggested revisions and additions thereto.
  - (4) Measurement of directional antenna power.
  - (5) Should the use by local stations of regional and/or clear channels be encouraged and under what conditions?
  - (6) Use of directional antennas by local channel stations to improve signal strength in local coverage areas.
- B. Coverage and interference studies.
  - (1) Proposed use of 540, 530 and 520 kc to better serve large rural areas.
  - (2) General study and comparative analysis of methods to improve and extend rural coverage, including low frequency broadcasting.
  - (3) Use of VHF relays to control standard broadcast satellite transmitters.
  - (4) Should the use of half wave antennas by local stations be encouraged?
  - (5) Are there recent improvements in antenna design which should be adopted by standard broadcasters?
  - (6) Should channels be provided for VHF program connecting facilities between stations? If so, under what circumstances and what standards should be adopted?
  - (7) Consideration of the advisability of establishing an additional class of broadcast stations to utilize channels made available by the expansion of the broadcast band to 520 kilocycles.
- C. Transmitter design standards (including studio eqnipment).
  - (1) Determination of ideal audio frequency response characteristic (this study to be coordinated with receiver design).
  - (2) Estimated practical carrier frequency deviation tolerance.
  - (3) Problems involved in extending frequency range to 520 kilocycles.
  - (4) General consideration of standards for transmitter and studio equipment, including microphones.
  - (5) Standards and channel requirements for VHF studio-transmitter relays.
- D. Receiver design standards.
  - (1) Problems involved in modification of receivers now in use to receive frequencies from 550 to 520 kc.
  - (2) Problems involved in extending the standard band width from 1600 to 520 kc.
  - (3) Determination of ideal audio frequency response characteristic (to be coordinated with transmitter design).
  - (4) General consideration of receiver standards.
  - (5) Practical methods of reducing receiver radiations and secure universal adoption by manufacturers.
  - (6) Investigation of the Goodyear Static Neutralizer and other similar devices.
- E. Long range problems.
  - (1) Ideal allocation standards for recommendation to Panel 1.
  - (2) Number of channels, classes of stations and number of stations in each classification such ideal allocation should provide for.
- F. Miscellaneous.
  - (1) NAB Recording Standards.
  - (2) Use of sub-audible frequencies for signaling and other purposes.

IV. Determination of study topics.

- A. Acceptance or rejection of suggested study projects.
- B. Adoption of additional study projects not included in this agenda.

V. Organization of subcommittees.

VI. Subcommittee organizational meetings.

VII. Reports from subcommittees.

VIII. Liaison appointments to other RTPB panels.

IX. Discussion of procedure for the conduct of Panel 4 business by mail.

X. Time and city of the next Panel 4 meeting.

The Panel approved a plan of organization providing for three sub-committees. The committees, RTPB code designation and officers are as follows:

ALLOCATION COMMITTEE (P4a)

Chairman, Andrew D. Ring, Ring & Clark
Vice Chairman, Stuart L. Bailey, Jansky & Bailey
Secretary, Clyde M. Hunt, Station WTOP

The study topics originally assigned to this group will be found in sections III-A and B of the agenda.

TRANSMITTER COMMITTEE (P4b)

(Includes studio and other associated equipment)

Chairman, Ronald J. Rockwell, Station WLW
Vice Chairman, R. H. Williamson, General Electric Company
Secretary, Raymond F. Guy, National Broadcasting Company.

The study topics under section III-C of the agenda were assigned to this committee.

RECEIVER COMMITTEE (P4c)

Chairman, D. D. Cole, RCA—Victor Division
Vice Chairman, H. B. Canon, Wells-Gardner & Company
Secretary, R. T. Capodanno, Philco Corporation

Study topics under section III-D of the agenda were assigned to the Receiver Committee.

Following the luncheon recess, the three committees conducted separate meetings until 4:30 at which time the full Panel again convened for the purpose of receiving the committee reports and transacting the business remaining on the agenda. The preparation of reports on study topics has been assigned to individual committee members. These reports as received will be distributed to the entire panel membership, who will in turn mail their comments to committee chairmen. On the basis of these comments, final reports will be prepared for submission to the Radio Technical Planning Board.

Liaison representatives have been appointed to other RTPB panels in order that the broadcasters' requirements can be fitted into the complete spectrum frequency allocation.

Burgess Dempster, in charge of receiver engineering for the Crosley Corporation, is the Vice Chairman of Panel 4 and J. R. Poppele, chief engineer of WOR, is the Secretary. Andrew D. Ring was Acting Secretary of the meeting. The names and company affiliation of those attending follows:

G. P. Adair, Federal Communications Commission
Stuart Bailey, Jansky & Bailey
J. C. Bayles, Bell Telephone Laboratories
A. E. Barrett, British Broadcasting Corp.
M. R. Briggs, Westinghouse Radio Division
W. G. Broughton, General Electric Company
H. R. Butler, Federal Telephone & Radio Co.
R. D. Cahoon, Canadian Broadcasting Corp.
R. T. Capodanno, Philco Corporation
J. B. Coleman, RCA
Frank A. Cowan, A. T. & T. Co.
Burgess Dempster, Crosley Corporation
D. D. Cole, RCA
K. H. Emerson, Philco Corporation
Charles W. Finnigan, Stromberg Carlson Co.
Howard Frazier, National Association of Broadcasters
W. T. Freeland, Freeland & Olschner Products, Inc.
Martin A. Gilman, General Radio Co.
Paul F. Godley, Paul F. Godley
A. C. Goodnow, Westinghouse Elec. & Mfg. Co.
O. B. Hanson, NBC
K. B. Hoffman, Buffalo Broadcasting Co.
H. W. Holt, Station WOV
G. Porter Houston, Station WCBM
Clyde M. Hunt, CBS
C. M. Jansky, Jr., Jansky & Bailey
T. C. Kenney, Westinghouse Radio Stations
W. B. Lodge, CBS
Italo A. Martino, WDRC
Frank H. McIntosh, WPB
Philip Merryman, NBC
G. O. Milne, Blue Network Co., Inc.
C. R. Miner, General Electric Co. Receiver Division
Jack Poppele, WOR
A. D. Ring, Ring & Clark
R. J. Rockwell, Crosley Corporation
Lynne C. Smeby, Consulting Radio Engineer
Arthur Stringer, NAB
V. E. Trouant, RCA
R. H. Williamson, General Electric Co.
Grant Wrathall, McNary and Wrathall

BROADCAST PLEAS REDUCE ARMY DEPOT ABSENTEEISM

(From the Richmond, Va., News-Leader, Dec. 30, 1943)

Appeals over local radio stations yesterday resulted in increased attendance today at the Richmond Army Service Forces Depot, officials said. Absenteeism at the depot, which had been getting worse day by day since December 13 because of holiday spirit and flu, was on the decline today, despite bad weather and transportation difficulties, though there is much tardiness, it was announced.

The OWI-approved "spot" announcements, urging all daytime warehouse personnel to return to their jobs, will be continued today, officials said. Although yesterday's announcements instructed night shift workers to report at their usual time, many telephoned to offer assistance and others came early as a result of the appeal.

Officials said today's attendance was better, despite the weather, than it was in the days preceding Christmas. Yesterday, the condition was reported as "serious."

(Send your clippings to NAB Reports)

TRAMMELL EXTOLS RADIO AND PRESS

No writing of the history of this war will be complete without some recognition of the part played by the press and radio. Great metropolitan dailies and small weeklies, coast-to-coast networks and 100-watters in hamlets have devoted themselves unstintingly and unselfishly to the job facing us at the home front. These two great mediums of free speech are entitled to express some degree of satisfaction over their contribution.

Unfortunately, we are barely approaching the half-way point in the prosecution of the war. We cannot afford to relax, even momentarily, our devotion to the job ahead. The heartening news from all war fronts has given rise to increasing speculation as to the end of the war. This is understandable but regrettable. The sequence of victories tends to overshadow the grim business which faces us. Large-scale invasions, such as are now under contemplation, will exact a heavy toll of life. The imponderables of 1944 are many and complex. We still have a long, tortuous road to travel.

Under this stress of war, the broadcasting industry has risen to its greatest degree of usefulness. It is inextricably bound up in the war program. Yet progress and development of the art in the post-war world occupies the thoughts of the radio industry.

Television taxes the imagination and challenges our ingenuity as nothing else has since the days of Marconi. Today broadcasting is in its swaddling clothes; tomorrow will see the nation dotted with television stations broadcasting to every home by sight and sound everything in the realm of instruction and entertainment.

We shall see, as well as hear, great orchestras, fine drama, church services and athletic contests, variety shows and opera. We are about to enter a new era in which the poor and rich alike, for the modest price of a television receiving set, may be able to witness the happening of world events in their living rooms. Schools and colleges will use television in their curricula for better instruction in science, medicine and the arts.

A better world is ahead of us; a different world is not far-distant. We need but one thing—the blessings of peace.

The scourge of war, with the great sacrifice of human life still to come, hangs over the world like an ominous pall. Yet, withal, we must prepare for the tomorrow when men have laid down their arms. It will be difficult to bind up the nation's wounds, to borrow President Lincoln's immortal words. But to a degree we can make life easier and better, economically and spiritually, by a devotion to the principles on which America was founded. Our job is to never lose sight of them.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, January 10.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

Robin Weaver, Sr., Clarksdale, Miss.—Granted construction permit for new local broadcast station at Clarksdale, Miss., to be operated on **1450 kc.** with power of 250 watts, unlimited time; granted subject to the approval of exact transmitter site. The grant of this application is in conformity to the requirements of the Commission's Supplementary Statement of Policy of August 11, 1943, regarding construction permits for local channel broadcast stations (B3-P-3557).

WTAL—Capital City Broadcasting Corp., Tallahassee, Fla.—Granted modification of license to increase power from 100 watts night, 250 watts day, to 250 watts, unlimited time; station operates on **1340 kc.** (B3-ML-1181).

WCOU—Jean B. Couture, Deceased (Clara Couture, Executrix), (Transferor), Faust O. Couture (Transferee), Twin City Broadcasting Co., Inc. (Licensee), Lewiston, Maine.—Granted consent to involuntary transfer of control of Twin City Broadcasting Co., Inc., licensee of Station WCOU, from Jean B. Couture, deceased (Clara Couture, Executrix), to Faust O. Couture. No monetary consideration involved (B1-TC-337).

MISCELLANEOUS

KEJK—National Broadcasting Co., Inc., area of San Francisco, Calif.—Granted license to cover construction permit to install new transmitter in relay station (B5-LRE-428).

KNBC—National Broadcasting Co., Inc., area of San Francisco, Calif.—Granted license to cover construction permit to install new transmitter and reduce power from 100 to 75 watts in relay station (B5-LRY-294).

WSCH—The Ohio State University, Portable-Mobile, area of Columbus, Ohio.—Granted license to cover construction permit for new relay broadcast station to be used with standard station WOSU; frequencies **1622, 2058, 2150** and **2790 kc.**, 25 watts (B2-LRY-293).

Columbia Broadcasting System, Inc., Hollywood, Calif.—Placed in pending file application for construction permit for new high frequency (FM) broadcast station (B5-PH-150).

Granite District Radio Broadcasting Co., Murray, Utah.—Adopted an order denying petition for reinstatement and grant of its application for construction permit for new broadcast station. It appears that Murray, Utah, is a part of the metropolitan area of Salt Lake City and now receives complete day and night primary service from Stations KSL, KDYL and KUTA, Salt Lake City, which fact precludes a grant under the terms of the policy of the Commission of August 11, 1943 (Docket No. 6003; B5-P-2750).

APPLICATIONS FILED AT FCC

1010 Kilocycles

WINS—Hearst Radio, Inc., New York, N. Y.—License to cover construction permit (B1-P-3512) as modified, for change in frequency, increase power, change hours of operation, install new transmitter and directional antenna for day and night use, and move transmitter.

WINS—Hearst Radio, Inc., New York, N. Y.—Authority to determine operating power by direct measurement of antenna power.

1370 Kilocycles

WSAY—Brown Radio Service & Laboratory (Gordon P. Brown, Owner), Rochester, N. Y.—Modification of construction permit (B1-P-2924 as modified), which authorized change in frequency, increase in power, directional antenna, new transmitter and move, for extension of completion date from 2-1-44 to 8-1-44.

1450 Kilocycles

KVAK—S. H. Patterson, Atchison, Kansas.—License to cover construction permit (B4-P-3550) for increase in power, and changes in transmitting equipment.

KVAK—S. H. Patterson, Atchison, Kansas.—Authority to determine operating power by direct measurement of antenna power.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—License to cover construction permit (B1-P-3542), which authorized change in frequency and hours of operation.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Authority to determine operating power by direct measurement.

FM APPLICATION

NEW—Herman Radner, Dearborn, Mich.—Construction permit for new high frequency broadcast station, frequency **49500 kc.** or other available frequency, service area to be determined, location Dearborn, Michigan.

TELEVISION APPLICATION

NEW—Allen B. DuMont Laboratories, Inc., New York, N. Y.—License for new commercial television broadcast station, Channel #4, **78000-84000 kc.**, 1000 watts aural, 4000 watts visual, A5 and special for FM.

MISCELLANEOUS APPLICATIONS

WNBQ—National Broadcasting Co., Inc., area of Chicago, Ill.—License to cover construction permit (B4-PRY-294), which authorized construction of a new relay broadcast station.

NEW—Wescoast Broadcasting Co., Wenatchee, Wash.—Modification of construction permit (B5-P-3150 as modified, which authorized change in frequency, increase in power and installation of new transmitter and directional antenna) for extension of completion date from 2-1-44 to 5-1-44.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Simon Ackerman Clothes, Inc., and Simon Ackerman Manufacturers & Tailors, Inc., both of 53 West 23rd St., New York, and the officers of the two corporations, Simon Ackerman, May Ackerman, Raymond Ackerman and Myron Ackerman, are charged in a complaint with misrepresentation in connection with the sale of men's clothing. (5109)

Standard Brands, Inc., 595 Madison Ave., New York, engaged in the sale of Fleischmann's Compressed Yeast, is alleged in a complaint to have disseminated false advertisements concerning the therapeutic properties of the product and its effectiveness in the treatment of vitamin deficiencies purported to exist among members of the purchasing public. The yeast product is manufactured in the respondent's plants at Peekskill, N. Y.; Langdon, District of Columbia; Pekin, Ill.; Sumner, Wash.; Chicago, and San Francisco. (5107)

S & S Tie Co., 412 West Sixth St., Los Angeles, is charged in a complaint issued with deceptive acts and practices in connection with the sale of patterns and instructions for making neckties. (5110)

W. W. Corp., et al.—A complaint has been issued charging a Brooklyn corporation and its three owners with unfair and deceptive practices in connection with the publication of a series of purported "Who's Who" biographical reference books which allegedly resemble in style, format and binding the well-known and recognized volume entitled "Who's Who in America," published and distributed exclusively since 1899 by the A. N. Marquis Co., of Chicago.

Named in the complaint as respondents are the corporation known as W. W. in the Western Hemisphere, Inc., and the individuals who own its stock and control its policies, Julius C. Schwartz, his wife, Freda, and his brother-in-law, Rubin Rocker. They have their principal place of business at 1029 Brighton Beach Ave., Brooklyn, and a mailing address at 315 Fifth Ave., New York. Their publications include "Who's Who in American Jewry," "Who's Who in Government," "Who's Who in Law," "Who's Who in the Clergy" and "Who's Who among Physicians and Surgeons." These volumes, the complaint charges, do not possess the high standard of selectivity, accuracy and reference value characteristic of "Who's Who in America." (5108)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Cosby-Hodges Milling Co., Birmingham, Ala., engaged in the sale of a dry dog food preparation known as "Jazz Dog Food," has stipulated to cease and desist from representing that the product contains meat. (03183)

Electric Auto-Lite Co., Toledo, Ohio, has entered into a stipulation to cease and desist from representing that the Auto-Lite Spark Plugs it sells prevent gas waste due to poor ignition or restore gasoline economy, unless such claim is limited to cases where waste or lack of economy is due to defective plugs; that they end starting troubles; that they restore new engine performance, unless limited to cases where departure from new engine performance is caused by defective spark plugs; or that, compared with other new spark plugs of standard make, Auto-Lite plugs produce a more effective spark, afford any savings, operate with less strain on electrical units, or effect a faster pick-up, more power per gallon of gasoline or a livelier or smoother running engine. (03184)

Godefroy Manufacturing Co., 3510 Olive St., St. Louis, entered into a stipulation to cease and desist from using, in connection with the sale of "Godefroy's Larieuse Hair Coloring," such slogans as "Ends gray hair," "Puts an end to dingy, off-color hair," "Get rid of dull, gray-streaked hair," the effect of which tends to convey the impression that the preparation will do more than dye the exposed hair to which it is applied, or that its use will cause the hair shaft, as it grows from the scalp, to be similar in color, type or condition to that portion of the shaft to which the preparation has been applied. (3786)

Good Luck Gardens—Stipulations to discontinue representing soy beans or any other coffee substitute as "coffee" have been entered into by E. Andrews Frew, trading as Good Luck Gardens, Paradise, Pa., and Edward F. Carey, Darby, Pa. (3784-3785)

Kansas City Wholesale Grocery Co., 1208 West 12th St., Kansas City, Mo., has entered into a stipulation in which it agrees to cease and desist from representing that its Pickwick Coffee is of a low acid content as compared with other coffees or has been scientifically proved to contain less acid than other coffees; that because of its lower acid content Pickwick Coffee will not disagree with the drinker or will keep the acidity of the body at a minimum; or that physicians request Pickwick Coffee for their own use because of its low acid content. (03180)

Moody's Herb Teas, entered into a stipulation to discontinue representing that the herb product he sells under the name "Gotu Kola" has therapeutic properties in excess of what it actually possesses or that the medical profession generally has knowledge of and uses or praises it. (3783)

Seductive Products, 24 East 21st St., New York, dealer in jewelry and other articles, stipulated that it will cease representing that the Talismanic rings it sells have mysterious power and will endow the wearer with luck, marriage, friends, happiness, love, wealth or success; that they are plated with 14-karat gold; or that they may be purchased at a reduced retail price, which, in fact, is the regular retail price. (03182)

United States Testing Co., Inc., 1415 Park Ave., Hoboken, N. J., has entered into a stipulation to cease and desist from certain misrepresentations in connection with its business of conducting tests of materials and commodities for manufacturing and merchandising concerns. (3781)

FREER NEW FTC CHAIRMAN

Commissioner Robert E. Freer, of Ohio, took office as Chairman of the Federal Trade Commission on January 1, to serve during the calendar year 1944. He succeeds Commissioner Garland S. Ferguson, of North Carolina, who was Chairman in 1943. The chairmanship of the Commission rotates annually.

Commissioner Freer first served as Chairman during 1939. He was appointed to the Commission as a Republican member by President Roosevelt on August 24, 1935, to fill the unexpired term of Commissioner George C. Mathews, who had resigned, and was reappointed on September 3, 1938, for the seven-year term authorized by statute.

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 2, January 14, 1944

SCHEDULE OF DISTRICT MEETINGS

District	*City*	*Place*	*Day*	*Date*
8	Indianapolis, Ind.	Columbia Club	Tuesday	February 1
10	Omaha, Nebraska	Hotel Fontenelle	Friday-Saturday	February 4-5
14	Denver, Colorado	Cosmopolitan Hotel	Monday-Tuesday	February 7-8
16	Los Angeles, Calif.	(to be announced)	Friday	February 11
13	Dallas, Texas	Baker Hotel	Thursday	February 17
12	Tulsa, Oklahoma	(to be announced)	Monday	February 21
6	Memphis, Tenn.	Peabody Hotel	Thursday-Friday	February 24-25
3	Pittsburgh, Pa.	(to be announced)	Monday-Tuesday	February 28-29
2	(not yet decided)	(to be announced)	Wednesday-Thursday	March 1-2

DISTRICT MEETINGS SET

Above is a table showing the schedule of the District Meetings to be held next month. Particular attention is called to the fact that the 12th District Meeting, originally scheduled for Topeka, Kansas, has been changed and will be held at Tulsa, Oklahoma. The change was made necessary by reason of inability to secure accommodations in Topeka for the day when the meeting is to be held. In all of the even numbered districts indicated in the above schedule, the election of a director for the two-year term beginning with the annual membership meeting, will be held. The tentative agenda for all of the meetings will be prepared by the various Directors in the course of the next week.

FCC CLOSES NEWSPAPER CASE

The Federal Communications Commission Thursday unanimously adopted and authorized the issuance of the following public notice:

The Commission has closed the record and dismissed the proceeding instituted pursuant to Orders 79 and 79A relating to newspaper ownership of radio stations.

The Commission has concluded, in the light of the record in this proceeding and of the grave legal and policy questions involved, not to adopt any general rule with respect to newspaper ownership of radio stations.

A summary of the evidence in the proceeding is being forwarded to the appropriate committees of the Senate and House of Representatives in order to inform them of the facts developed by the investigation and for any consideration which they may desire to give the matter.

Aside from the specific question of common ownership of newspapers and radio stations, the Commission recognizes the serious problem involved in the broader field of the control of the media of mass communications and the importance of avoiding monopoly of the avenues of communicating fact and opinion to the public. All the Commissioners agree to the general principle that diversification of control of such media is desirable. The Commission does not desire to discourage legally qualified persons from applying for licenses, but does desire to encourage the maximum number of qualified persons to enter the field of mass communications, and to permit them to use all modern inventions and improvements in the art to insure good public service.

In the processing of individual applications for licenses, the Commission will inquire into and in its decisions give expression to "public interest" considerations. The Commission does not feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business. However, it does not intend in granting licenses in the public interest to permit concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee.

JETT NOMINATED TO FCC

Lieut. Ewell K. Jett (USN Retired) who has been Chief Engineer of the FCC since Jan. 1, 1938, on Wednesday was nominated a member of the Commission to take the position left vacant when Geo. Henry Payne's term expired on June 30th, 1943.

Lieut. Jett was born in Baltimore, and entered the U. S. Naval Service in June, 1911. Prior to the World War he served as a telegraph operator and as a radioman on board the battleships UTAH and MICHIGAN and the Destroyer PARKER. From 1914 to 1916 he was assigned to the Arlington Radio Station and the Navy's first radio remote control station in the State, War and Navy Building, Washington, D. C.

From 1917 to 1919 he was Radio Officer on board Vice Admiral Gleaves' flagship SEATTLE of the Cruiser and Transport Force, and Radio Officer of the battleship GEORGIA.

(Continued on page 8)

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON Phone NAtional 2080

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Joseph L. Miller, *Director of Labor Relations;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

JETT NOMINATED TO FCC

(Continued from page 7)

Permanently commissioned an ensign in the Navy in 1919, he served as Radio Officer and Officer-in-Charge of the Navy Department Transatlantic Radio Control Station until 1922. During a part of this time all transatlantic communication traffic, both government and commercial, was handled through the Transatlantic Control Station utilizing the transmitters of Arlington, Annapolis, Navy Yard Washington, Tuckerton, N. J., New Brunswick, N. J., and Sayville, N. Y.

In 1922 Lieut. Jett became Radio Officer of the battleship TEXAS of the Pacific Battle Fleet; and from 1923 to 1926 was aide on the staff of Admirals Chase and Marvell and Radio Officer of the Fleet Base Force.

After completing four years of sea duty he was again transferred to the Navy Department in Washington where he served under the Director of Naval Communications as Officer-in-Charge of the Registered Publication Section, and as Assistant Navy Department Communication Officer and Officer-in-Charge, Radio Central.

In 1929 Lieut. Jett was loaned to the Engineering Department of the Federal Radio Commission and later, upon being retired from the Navy, was appointed a senior radio engineer in direct charge of the Commission's engineering work concerning radio services other than broadcasting. He was named Assistant Chief Engineer in 1931.

Lieut. Jett was a member of the American Delegation to the North and Central American Radio Conference, Mexico City, 1933; North American Regional Radio Conference, Havana, March, 1937; the International Radio Consulting Committee (C.C.I.R.), Bucharest, May-June, 1937; and the Inter-American Radio Conference of the same year at Havana, Cuba. In August, 1937, he represented the Commission at the Governors' Conference in Juneau, Alaska. President Roosevelt named him a delegate to the International Telecommunications Conference which convened at Cairo, Egypt, on February 1, 1938. Lieut. Jett was Chairman of the Washington Section of the Institute of Radio Engineers in 1935. His home is in Chevy Chase, Maryland.

DIRECTOR OF BROADCAST ADVERTISING ADDRESSES GET-TOGETHER LUNCHEON AT NRDGA ANNUAL CONVENTION

At the invitation of the Sales Promotion Division, Lewis H. Avery, NAB Director of Broadcast Advertising, addressed the "Get-together" Luncheon, held at the Hotel Pennsylvania in New York on Tuesday, January 11, 1944, in connection with the Annual Convention of the National Retail Dry Goods Association. More than 200 sales promotion and other department store executives were present.

An abbreviated text of the talk delivered by Avery follows:

Some of you will recall that the latest of a series of panel discussions on the use of broadcast advertising by department stores and other large retailers was held at the Annual Convention of the National Association of Broadcasters in Cleveland, Ohio, in May, 1942. What started out to be an amicable exchange of ideas and information unfortunately developed into a vituperative debate. Perhaps the climax was reached when a radio station executive announced as his considered conclusion that broadcasters were too dumb to sell you the medium and you were too dumb to use it.

I have long wanted to apologize for my colleague's unfortunate and unwarranted remark. While it is true that broadcasters as a whole have failed to sell you on the advantages and use of broadcast advertising, it is equally true that your failure to buy is still largely our fault. For you have constantly encouraged us to tell you how and why broadcasting could serve you.

More recently, your Board of Directors unanimously endorsed the study then about to be undertaken by the Retail Promotion Committee under the direction of Paul W. Morency of WTIC. When that study reached culmination in the oral and visual presentation, "Air Force and the Retailer," you attended the showing from coast to coast in substantial numbers. To digress momentarily, 23,000 retailers in 111 cities have witnessed this presentation.

For your encouragement of the project and for your attendance at the presentations, I want to express the sincere thanks of the broadcasting industry.

Last summer, in the course of working on the Retail Promotion Plan, an opportunity befell me that has probably been afforded few others in radio or retailing. On my desk at the Columbia University Office of Radio Research were two piles of papers. On the left were the answers to the NRDGA questionnaire on your use of radio. On the right were letters written by radio station executives on their experiences with your radio advertising. It was an unusually revealing experience because neither you nor the broadcasters knew that your opinions would be compared.

Believe me, there was humor and pathos, even tragedy, in the comparisons of the answers and the letters on the same experiences. But, more important, with the aid and advice of Sheldon R. Coons, counsel to the Committee, and Dr. Paul Lazarsfeld, head of the Office of Radio Research, and his able assistants, we were able to compare 174 experiences with broadcast advertising which both radio station and retailer agreed were successful.

During the course of the quantitative and qualitative analyses, certain patterns established themselves; certain factors were present in practically every successful use of broadcast advertising by retailers.

The first and foremost considerations are: *what to promote and to whom to promote it.* The importance of this approach to the use of broadcast advertising can not be over-emphasized. How well you analyze what you have to sell and to whom you want to sell it are unquestionably the major factors.

The experiences of both retailers and radio stations also stress a consistent thread: shape the program to fit the audience you want to reach. It is not enough, they point out, to put on a program type that, according to the national surveys, most people like. It must be a program that is *liked by the particular group the retailer wants to reach.*

The studies clearly revealed that such pre-selection of the audience is proving profitable. For example:

> "The new program . . . 'Blind Date Time,' designed to appeal to government girls, was deliberately planned for after-working hours. . . . A number of customers that have gone into the store as a result of this program were the younger crowd, the very people this program was designed to reach. A certain number of housewives also responded, but this was considered a plus audience."

In addition to the need for shaping the program to meet the interests of the audience desired, the study pointed to the necessity of selecting a program in keeping with the general atmosphere of the store, and of building through the program a kind of store "personality." For example:

> "The possibility for success lies in the development of programs designed specifically for the store and the association therewith of local personalities. . . ."

You may be amazed to learn that the studies revealed that the *nature of the program alone* does not account for the success of retail broadcast advertising. The experience of retailers and radio stations indicates that nearly any program, within certain broad limits, will prove successful for the retailer, provided: (1) it is broadcast at a time when the people he wants to reach can listen; (2) there is nothing obnoxious to that group about it, and (3) most important of all, it is *broadcast sufficiently often* to keep the retailer's name constantly before his customers and prospective customers. Let me give you a brief analysis of the frequency of broadcast of successful retail users of radio advertising, based on 174 cases:

Frequency of Broadcasts	*Number*		*Per Cent*
One program daily	72		
One program daily, plus announcements daily and/or a weekly program	25	97	55.8
Two programs daily	24		
Two programs daily, plus announcements daily and/or a weekly program	10	34	19.6
Several announcements daily		23	13.2
More than two programs daily (some with daily announcements as well)		16	9.1
Less than one program daily		4	2.3

In other words, a majority of successful retail users of broadcast advertising have programs rather than only announcements; 85.4% (more than five out of every six) use one or more programs per day; and 28.7% broadcast two or more programs per day.

Judging by the reports of retailers and radio stations, it is better to broadcast two or three inexpensive programs per day than one expensive one, and it is better to supplement the program with announcements throughout the day than it is to let the program stand by itself.

In fact, the importance of over-all coverage is the most common point made by those reporting. For example:

> "Potential department store customers include, of course, practically everyone. The store's present program pattern reaches shoppers, housewives, sports fans, noontime news listeners and children, but we do not feel that our radio radius has been completely covered. We are still working on possibilities for an evening show which will appeal to the whole family. Such a show would round out our program pattern to include a general audience group as well as several separate groups."
>
> "The housewife is reached through the shopper's program; the juvenile is reached through the popular music on the noon program, and others are reached through the newscasts. *The placement of the programs enables the store's message to be heard by a wide variety of listeners.* We do not believe that the copy played an important part in this situation. We believe that the variety of programs and their strategic placement, plus sound common sense on the part of the promotion manager, have brought satisfactory results.
>
> "The women's program . . . consists of general information on rationing, conservation, fashions, music, interviews, etc. . . . The children's program is the transcription "Air Adventures of Jimmie Allen." . . . The five-minute news program is on the air Monday through Friday at 8:15 P.M. The value of this *complete, well-rounded program* has been well demonstrated over the past year. . . . Through their combination of programs and announcements they have day-long coverage, specific and general appeal, prestige and direct selling. The (store) considers this an almost ideal plan for a retail store."

As may be logically concluded from the emphasis on frequency of broadcasts, neither retailers nor radio stations favor any one time of day *over any other* for retail advertising. As one of them pointed out, the customers of a department store are made up of all kinds of people, and any kind of program, broadcast at any time of day, is bound to appeal to some customers. *The problem is how to appeal to the greatest number of specified customers or prospective customers.*

Some retailers, such as those whose comments have been quoted, cover the whole range of actual and potential customers by broadcasting several kinds of programs designed and broadcast at a time to appeal to particular groups. Other retailers select the housewife as their major customer and design programs especially for her.

Let me tell you the distribution of program types used in successful retail broadcasts, as reported by retailers and radio stations:

Program Types	*Per Cent*
Newscasts and Commentators	35.5
Music (of various types)	18.4
Women's Programs	16.1
Announcements only	10.6
Sports Programs	4.2
Children's Programs	3.7
Participating Programs (usually music and news)	2.8
Dramatic Programs	1.3

Certain definite conclusions can be drawn from this objective study of the attitude of retailers and radio stations toward programs that are *known to be successful.*

1. Neither program content nor talent are crucial factors in determining the success of a retail radio program.
2. An inexpensive program, if it adheres to certain basic principles, may be more effective than the most elaborate production.
3. Cooperation, imagination and patience are the prime ingredients in a successful radio program for retailers or any other broadcast advertisers.

How can you apply your talents to the use of broadcast advertising? As many of you know, perhaps the most important part of the Retail Promotion Plan is a series of booklets, available to each of you with the compliments of the broadcasting industry. These are as specific and concrete as we could make them. They are designed to help you today with your immediate pressing problems.

For years, retail advertising in other media has set the pace for all advertising in those fields. The advertising executives in department stores and other leading retail establishments have introduced, developed and applied many of the new ideas in the use of graphic media. The same creative thinking—the same pioneering—in the field of radio will produce equal or even greater results. For no other medium employs the colorful, persuasive human voice, supported and supplemented by all forms and manner of sounds.

Here is a challenge to the creative imagination of you leaders in retail advertising. Here, too, is an opportunity for more downright pleasure in advertising than almost any other field affords.

COMMITTEES MEET

On Monday, January 10, the NAB Board's Sub-committee on Finance met in New York to pass on the 1944 budget. Present were J. O. Maland, WHO, Chairman, and Roy Thompson, WFBG. Neville Miller, President, and C. E. Arney, Jr., Secretary-treasurer, met with the committee.

On Tuesday and Wednesday, the 11th and 12th, the Program Directors Executive Committee Meeting was held also in New York. A complete report of this meeting is given elsewhere.

The Board's Sub-committees on Convention Site and Convention Program are meeting in Chicago today (January 14). These committees will determine when and where the 1944 Victory War Conference is to be held. The membership of the committees is as follows:

Ed Yocum, KGHL
John J. Gillin, Jr., WOW
Nathan Lord, WAVE
Kolin Hager, WGY
Harry R. Spence, KXRO
Herbert Hollister, KANS

Neville Miller and C. E. Arney will meet with the committees.

PROGRAM MANAGERS OUTLINE NAB CONVENTION SESSIONS

With plans under way for several sessions at the next NAB Convention and subjects listed for a series of articles of interest to program managers, the Program Managers Executive Committee adjourned its two-day meeting at the Waldorf-Astoria, New York City, January 11-12.

Plans for the NAB Convention include a prominent industry speaker followed up by sessions on program building and operating problems.

Articles to be written, which may be collected into a permanent manual from NAB Reports, will cover the working aspects of program management, as presented by recognized, practical authorities.

A joint session with the Radio Committee of the American Civil Liberties Union and representatives of the A. F. of L. and the C. I. O. resulted in a decision to continue a study of labor's broadcast problems from the program angle. Agreement was general that labor's representation on the air was largely a matter of proper programming. Advice was offered and further cooperation promised.

"ON THE AIR!" the new Westinghouse, Inc., production, a thirty-minute sound-film history of radio, was presented at the first day's luncheon, through the courtesy of Lee B. Wailes, General Manager, KYW, Philadelphia, and Westinghouse Stations, Inc.

Guests for the second day's luncheon were Ann Elsner, better known as Stella Dallas, who also starred in the early-day drama, "Moonshine and Honeysuckle"; Betty Garde, star of "Front Page Farrell" and "Cavalcade of America," also featured in the stage production "Oklahoma"; Jackie Kelk, who is "Homer" in the "Aldrich Family" and plays also in "Cavalcade"; Nan Merriman, who is "Kathleen," featured vocalist with the "Hour of Charm," star of NBC's "Serenade to America" and winner of the $1,000 music prize awarded by the National Federation of Women's Clubs and John W. Vandercook, world traveller and author and featured commentator on the World News Round Up, NBC.

The two-day meeting agenda covered a discussion of "Programming the War," "Programming for the Retail Promotion Committee Plan," in which Lew Avery, NAB Director of Broadcast Advertising, participated, "Program Standards," "Programming Needs and Problems," "Programming and Public Relations" and "Programming and Management."

Harold Fair, WHO, Chairman of the Committee, said: "Members of the Program Managers' Executive Committee are production men, accustomed to hard work that gets results. I am proud of the way they are digging into programming problems."

Committee members are Clarence L. Menser, NBC; Doug Coulter, CBS; Ray Shannon, KMBC; William J. Adams, WHEC; J. Robert DeHaven, WTCN; Glenn Jackson, WSPD; Irvin G. Abeloff, WRVA, and George Sutherland, WFCI. Wynn Wright, NBC Eastern Program Manager, subbed for Menser, who was not in New York, and Ray Shannon was excused from attendance because of transportation difficulties. Neville Miller and Willard Egoff attended from NAB. Dorothy Lewis, NAB Coordinator of Listener Activity, made a report on the work of her department.

DISTRICT ENGINEERING COMMITTEE

Harold Thomas, General Manager of station WATR, Waterbury, Connecticut, has been appointed to the NAB District Engineering Committee by Paul W. Morency, District Director. Mr. Thomas replaces F. M. Sloan, former chief engineer of station WBZ. Mr. Sloan recently resigned from the committee when transferred by the Westinghouse Company to Baltimore, Maryland, as manager of the Westinghouse Field Engineering Service Department.

The entire committee has now been appointed and the membership as of this date is as follows:

District 1: Harold Thomas, General Manager
Radio Station WATR
71 Grant Street
Waterbury, Connecticut

District 2: Earle Godfrey, Chief Engineer
Radio Station WBAB
1900 Atlantic Avenue
Atlantic City, New Jersey

District 3: T. C. Kenney, Chief Engineer
Radio Station KDKA
Grant Building
Pittsburgh, Pennsylvania

District 4: Clyde M. Hunt, Chief Engineer
Radio Station WTOP
Earle Building
Washington, D. C.

District 5: J. C. Bell, President
Radio Station WBRC
2nd Ave. and 18th Street N.
Birmingham, Alabama

District 6: F. D. Binns, Chief Engineer
Radio Station WLAC
Third National Bank Building
Nashville, Tennessee

District 7: Lester H. Nafzger, Chief Engineer
Radio Station WBNS
33 North High Street
Columbus, Ohio

District 8: A. Friedenthal, Chief Engineer
Radio Station WJR
Audio Division
Detroit, Michigan

District 9: Oscar C. Hirsch, Chief Engineer
Radio Station KFVS
324 Broadway
Cape Girardeau, Missouri

District 10: Henry E. Goldenberg
Radio Station WHB
Scarritt Building
Kansas City, Missouri

District 11: H. S. McCartney, Chief Engineer
Radio Station WCCO
625 Second Avenue
Minneapolis, Minnesota

District 12: K. W. Pyle, Chief Engineer
Radio Station KFBI
First and Market Streets
Wichita, Kansas

District 13: George W. Ing, Chief Engineer
Radio Station KONO
317 Arden Grove
San Antonio, Texas

District 14: John M. Baldwin, Chief Engineer
Radio Station KDYL
Tribune-Telegram Building
Salt Lake City, Utah

District 15: George Greaves, Chief Engineer
Radio Station KPO
420 Taylor Street
San Francisco, California

District 16: Frank M. Kennedy, Chief Engineer
Radio Station KHJ
5515 Melrose Avenue
Hollywood, California

District 17: Joseph Kolesar, Chief Engineer
Radio Station KMO
914 Broadway
Tacoma, Washington

QUESTIONNAIRE ON RELIGIOUS BROADCASTNG

A questionnaire on religious broadcasting, which apparently went to all radio stations on December 15, was accompanied by a letter from the National Association of Evangelicals, 120 Tremont Street, Boston 8, Massachusetts, signed by J. Elwin Wright, Field Secretary.

NAB has made inquiry of the National Association of Evangelicals as to the purpose of this questionnaire, at the same time offering to assist the Association in securing complete information with reference to any problems concerning the radio industry.

ON YOUR MARKS! GET SET—FOR THE FOURTH WAR LOAN

Have you sold the quarter-hour programs, the five-minute programs and the 35 and 100-word announcements supplied by the Treasury Department? Have you sold every available program and service feature over your station? Have you done everything you could to put the full power of your station behind the Fourth War Loan?

That should be your goal—the star to which you hitch your wagon. Show the boys behind the guns that every man, woman and child in America is behind the boys behind the guns.

Here's your opportunity to help broadcasting—your business—make the greatest record of public service any medium of mass communication has ever compiled.

Soon you will receive a questionnaire from the NAB regarding the Treasury Department programs. The answers to that questionnaire can mean a great deal to you —so please answer it fully and promptly.

NATIONAL THRIFT WEEK

Recently the National Thrift Committee, Inc., requested NAB to inform its members that National Thrift Week was scheduled from January 17 to 23, 1944, and to ask them to intensively promote this campaign for thrift and savings.

In declining to do so, NAB pointed out the tremendous contributions of time and talent that the radio industry has made to the various government programs of war information and particularly to the Treasury Department campaign to promote the purchase of war bonds and stamps.

Several of the proposed activities for National Thrift Week duplicate existing campaigns, as the following paragraph from the letter to the Committee points out:

"Several of the '7-point Objectives of National Thrift Week and 10-point Wartime Thrift Program for the Individual' are covered by various campaigns of the Office of War Information and the War Advertising Council, Inc. Therefore, much of your program duplicates activities with which radio stations are now unstintingly cooperating."

The letter from the Committee also urged radio stations to schedule talks by officers of financial institutions, dealing with their special thrift service to the public.

Because National Thrift Week practically coincides with the start of the Fourth War Loan, you are urged to be sure that any talks by officers of financial institutions deal with the Fourth War Loan—or are charged for on a commercial basis, as NAB proposed to the National Thrift Committee, Inc.

SUGGESTS BOND BOOTHS ON DOCKS

James M. LeGate, manager, WIOD, Miami, after talking with several members of the Merchant Marine, passes on this "bond" suggestion for the consideration of coast stations that are issuing agents.

The idea is to erect a Bond Booth on local docks during the 4th War Loan Campaign. Boys from the Merchant Marine explained to Mr. LeGate that:

Members of the Merchant Marine frequently land in various American ports with pockets filled with accumulated pay. They have never seen a Bond Booth on the docks. These men said if they had seen a Bond Booth on landing, their inclination would have been to put a large percentage of their pay into bonds instead of spending it riotously between sailings.

"I have checked into the situation here in Miami," said Mr. LeGate, "to find that we do not have enough Merchant Marine sailors landing to do anything with the idea. But it should work out satisfactorily in the big east and west coast ports."

OLD ETs WILL REDUCE MATERIAL SHORTAGE

Lee Chadwick, program director, WWNC, Asheville, suggests an immediate spring house cleaning of station transcription libraries, in order to provide much urgently wanted material to be reworked into new disks.

A check at WWNC located nearly 50 transcriptions, marked "hold," some dated back more than two years.

By writing agencies and seeking disposition advice the station hopes to get over 200 transcriptions back to the original manufacturers. Letters to agencies include "the name of account, record number, track numbers, and asks them to check, (a) Continue to retain in file, (b) Ship to manufacturer for refrabrication, (c) Other shipping instructions."

PAPER RATIONING AFFECTS *YOU*

Perhaps you never thought of it that way—but paper rationing will definitely limit the number of NAB Standard Program Schedule Forms available during 1944. To assure an adequate supply to all stations that desire to use this form—and more stations adopt it every month—won't you please try to economize on the quantity you use?

If you are now printing a new program schedule every week, have you thought about the possibility of printing one every two or every four weeks, as some stations are doing? For your own sake—to assure you a supply of these schedules throughout the year—please try to reduce the number you are now using.

BUY ONE—AND GET ONE FREE!

That familiar promoter of unusual per-inquiry propositions—the Pitluk Advertising Company of San Antonio, Texas—writing to radio stations about a contract for the Starkist Company, casually states: "and most of these stations are giving them a repeat broadcast of the daytime show, gratis, around 10:30 or 11:00 p. m."

That's once when "gratis" is a contraction of "grates us."

Before you give it away, be sure you have tried to sell it to a logical buyer—to an advertiser who will appreciate the possibilities and the power of your medium.

DON'T DESPOIL THE NEWS

Whether you realize it or not, news is the most perishable and precious "merchandise" available over your station today. Dozens of polls and surveys have shown that news broadcasts top the list of public preference in radio programs.

What's more, nation-wide studies have shown that, between August, 1939, and November, 1942, the public switched from a two-to-one preference for newspapers as the most important source of news to an almost two-to-one preference for radio! Doesn't that emphasize your obligation to keep the news over your station accurate, fast, impartial and reliable?

Every radio station that received a form letter from the Russell C. Comer Advertising Company of Kansas City, Missouri, urging them to incorporate alleged news stories on soft drinks or carbonated beverages in their news broadcasts, should have promptly replied in the negative and, then, just as promptly torn the letter into small bits.

The minute radio stations desecrate news broadcasts with indirect advertising that very minute they start to destroy the overwhelming confidence and faith of the American public in radio news.

TRANSFER OF CONTROL REGULATION

The Commission en banc has amended Section 1.364 of its Rules of Practice and Procedure, concerning assignment or transfer of control, so as to provide for prompt filing of an application for involuntary assignment of permit or license or for consent to involuntary transfer of control in the event of death or legal disability.

The amended Section 1.364, to be effective immediately, reads as follows: (New matter italicized)

Sec. 1.364. Assignment or transfer of control.—(a) General (1) *Voluntary:* Application for consent to *voluntary* assignment of a construction permit or license or for consent to *voluntary* transfer of control of a corporation holding a construction permit or license shall be filed with the Commission at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(2) *Involuntary: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee*

(i) *the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and*

(ii) *within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.*

(b) Broadcast.—With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) Other than broadcast.—In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

FTC ON RADIO

The Federal Trade Commission in its annual report has the following to say in connection with radio and periodical advertising:

In connection with its continuing survey of radio and periodical advertising, the Commission during the fiscal year examined more than 1,045,000 radio commercial continuities and 353,000 newspaper, magazine and other periodical advertisments, of which approximately 22,000 of the former and 27,000 of the latter were designated for further review as containing possibly false and misleading representations concerning the products advertised. For the purposes of this survey, 2,291 editions of representative newspapers and 1,452 editions of magazines and farm and trade journals of interstate distribution were procured for examination, while an average of 6,920 pages of radio script was read each working day.

A large majority of the radio and periodical cases thus developed were disposed of by the Commission's procedure under which an advertiser is extended the privilege of executing a stipulation to cease and desist from the use of false and misleading advertising practices involved.

The Commission states in its report that, in general, it has had the cooperation of publishers and broadcasters and has observed a desire on their part to aid in the elimination of false and misleading advertising.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, January 17. They are subject to change.

Monday, January 17

Further Hearing

WPAT—Frank Falknor and Rex Schepp (Transferors), Donald Flamm (Transferee), Paterson, N. J.—For transfer of control of North Jersey Broadcasting Co., Inc. (WPAT); **930 kc.,** 1 KW, daytime.

Tuesday, January 18

WNBZ—Upstate Broadcasting Corporation, Saranac Lake, N. Y.—Renewal of license, **1320 kc.,** 100 watts, daytime.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

Birney Imes, Jr., Tupelo, Miss.—Granted construction permit for new station to operate on **1490 kc.,** 250 watts, unlimited time. Exact studio and transmitter sites to be determined (B3-P-3555).

WBIR—J. W. Birdwell (Assignor), American Broadcasting Corp. (Assignee), Knoxville, Tenn.—Granted consent to voluntary assignment of license of station WBIR from J. W. Birdwell to American Broadcasting Corp. for a consideration of $135,000 (B3-AL-394).

WHEB—R. G. LeTourneau (Transferor), Charles M. Dale (Transferee), WHEB, Inc., Portsmouth, N. H.—Granted consent to transfer control of WHEB, Inc., licensee of station WHEB, from R. G. LeTourneau to Charles M. Dale, for a consideration of $60,000, representing 750 shares of capital stock issued and outstanding (B1-TC-343).

WTTM—A. Harry Zoog (Transferor), Elmer H. Wene (Transferee), Trent Broadcasting Corp. (Licensee), Trenton, N. J. —Granted consent to acquisition of control of Trent Broadcast Corporation, licensee of station WTTM, by Elmer H. Wene, for a consideration of $6,468.75, representing 43⅛ shares of capital stock (B2-TC-328).

WKNE—H. C. Wilder, Fred R. Ripley and George W. Smith (Transferors), M. S. Wilder and H. C. Wilder (Transferees), WKNE Corp. (Licensee), Keene, N. H.—Granted consent to acquisition of control of WKNE Corporation, licensee of station WKNE, by M. S. Wilder and H. C. Wilder, for a consideration of $19,400 (B1-TC-339).

KLBN—Ben E. Stone, La Grande, Ore.—Granted modification of license to move main studio from Bouvy Building, 1120½ Adams Ave., La Grande, to transmitter site (U. S. Highway No. 30, 1.3 miles from center of La Grande (B5-ML-1182).

KPHO—M. C. Reese (Assignor), Phoenix Broadcasting, Inc. (Assignee), Phoenix, Ariz.—Granted consent to voluntary assignment of license of station KPHO, from M. C. Reese to Phoenix Broadcasting, Inc., for a total consideration of $60,000 (B5-AL-384).

WMCA-WIEH-WEIQ—Cosmopolitan Broadcasting Corp., New York City, N. Y.—Granted modification of relay stations licenses to change corporate name of licensee from Cosmopolitan Broadcasting Corp. to WMCA, Inc.

MISCELLANEOUS

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Granted construction permit to increase nighttime power from 1 KW to 5 KW, subject to the following conditions: (1) That all reasonable complaints arising from interference attributable to the high signal intensity of KCMO in the Kansas City area will be satisfactorily adjusted; (2) That when materials and personnel are available, applicant will file an application for a permit and make necessary provision for change in location of the KCMO transmitter to a site conforming to requirements of the Standards of Good Engineering Practice; (3) That the directional antenna installed at that time will afford KTBS the same protection as now afforded KTBS during operation of KCMO with 1 KW power nighttime, provided KTBS makes provision to afford KCMO protection to the 2.5 mv/m nighttime contour of that station; and (4) That the directional antenna installed, pursuant to (3) above, will also restrict radiation in the direction of Sidney, Montana (KGCX), to the same value as is presently radiated in that direction with 1 KW.

KODY—Radio Station WOW, Inc., North Platte, Nebr.—Granted license to cover construction permit which authorized changes in transmitting equipment, change in frequency from **1460** to **1240 kc.,** change power from 1 KW to 250 watts and hours of operation from daytime to unlimited time (B4-L-1789). Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1570).

WLAP-WKRB-WEGO-WEGE—American Broadcasting Corp. of Ky., Lexington, Ky.—Granted modification of license to change corporate name of licensee to American Broadcasting Corp. (B2-ML-1184; B2-MLRY-50; B2-MLRE-112; B2-MLRE-113).

The Commission has announced the grant of a request from WJJD, Inc., Chicago, Ill., for "opportunity for an early hearing to determine the applicability of Section 3.35 of the Commission's Rules and Regulations to the operation of Stations WJJD and WIND," the latter station being located in Gary, Indiana.

This is the first request for hearing filed pursuant to the Commission's announcement of its policy concerning multiple ownership of standard broadcast stations (Section 3.35).

The Commission is requesting that renewal license applications for these stations be filed on or before February 1 for consideration.

Valradio, Inc., El Centro, Calif.—Adopted Order granting petition for reinstatement, amendment and grant of application (B5-P-3546) for construction permit to install new transmitter, change frequency from **1490** to **1230 kc.,** and increase power from 100 to 250 watts, subject to the following condition: "At the expiration of the present national emergency, the applicant shall file an application for construction permit for authority to install a new antenna and ground system which will meet the minimum requirements of the Commission's Rules and Standards."

KEVE—Dr. J. R. Binyon and L. E. Wallgren (Transferors), A. W. Talbot (Transferee), Cascade Broadcasting Co., Inc. (Licensee), Everett, Wash.—Granted consent to transfer of control of Cascade Broadcasting Co., Inc., licensee of Station KEVE, from Dr. J. R. Binyon and L. E. Wallgren to A. W. Talbot, for a total consideration of $22,500 (B5-TC-350).

KEVE—Cascade Broadcasting Co., Inc., Everett, Wash.—Granted construction permit to move transmitter and studio from Pacific Highway at 9th Street, Everett, Wash., to 2015 Jefferson Lane, S.E. of Yakima, Wash., and a site to be determined, respectively (B5-P-3559).

APPLICATIONS FILED AT FCC

560 Kilocycles

KWTO—Ozarks Broadcasting Co., Springfield, Mo.—Acquisition of control of licensee corporation by Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder, through purchase of 500 shares of common stock from Springfield Newspapers, Inc., H. S. Jewell, T. W. Duvall, Tams Bixby, Jr., Jeanne Bixby.

770 Kilocycles

WJZ—Blue Network Company, Inc., New York, N. Y.—License to cover construction permit (B1-P-3532), which authorized move of main transmitter from Bound Brook, N. J., to Lodi, New Jersey.

WJZ—Blue Network Company, Inc., New York, N. Y.—Authority to determine operating power by direct measurement of antenna power.

1240 Kilocycles

WLOK—The Fort Industry Co., Lima, Ohio.—Authority to determine operating power by direct measurement of antenna power.

1260 Kilocycles

KGBX—Springfield Broadcasting Co., Springfield, Mo.—Acquisition of control of licensee corporation by Springfield Newspapers, Inc., through purchase of 250 shares of common stock from Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder.

1450 Kilocycles

WTBO—Associated Broadcasting Corp., Cumberland, Md.—License to cover construction permit (B1-P-3542), which authorized change in frequency and hours of operation.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Authority to determine operating power by direct measurement of antenna power.

KBPS—Benson Polytechnic School, R. T. Stephens, Agent, Portland, Oregon.—Modification of license to change hours of operation from sharing time with KXL to specified hours.

TELEVISION APPLICATION

NEW—William B. Still, trading as Jamaica Radio & Television Co., Jamaica, Long Island, N. Y.—Construction permit for a new experimental television station to be operated on **66000-72000 kc.,** 250 watts power and A3 and special emission.

MISCELLANEOUS APPLICATIONS

NEW—General Electric Company, near Belmont, Calif.—Construction permit for a new international broadcast station to be operated with 100 KW power.

WEMV—The WGAR Broadcasting Co., area of Cleveland, Ohio.—License to cover construction permit (B2-PRE-425), which authorized changes in equipment and change in frequencies and emission.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Georges River Mills—Violation of the Wool Products Labeling Act is alleged in a complaint issued against The Georges River Woolen Mills, Warren, Maine, engaged in the manufacture and sale of woolen fabrics. (5116)

Dad's Root Beer Company—A complaint has been issued charging Dad's Root Beer Co., 2800 North Talman Ave., Chicago, with falsely representing in radio, periodical and other advertising that root beer made from a concentrate it sells to dealers is a draft beverage and has a genuine draft flavor. (5111)

Joseph Levy Clothing Manufacturing Company, Inc.; Crawford Clothes, Inc.; Joseph Levy, David Levy and Frank Seidenwurm, officers and directors of both corporations, all of 34-02 Queens Boulevard, Long Island City, New York, operating stores in several States and selling men's suits and wearing apparel, are charged in a complaint with misrepresentation. (5112)

Joseph Sperling, Inc.—A complaint has been issued charging Joseph Sperling, Inc., 709 13th St., N. W., Washington, D. C., with misrepresentation in connection with the sale of women's fur coats. (5113)

Prof. Valentine Greenewald—Misrepresentation of therapeutic properties of a medicinal preparation designated "Herbaline," formerly known as "Nature Nervine," is alleged in a complaint against Valentine Greenewald, trading as Professor Valentine Greenewald, R.R. 1, Covington, Ky. The complaint alleges that the respondent falsely represents in newspapers and advertising literature that the preparation is a competent and effective treatment for nervousness, nervous dyspepsia, nervous debility, exhaustion, body weakness, insomnia, stomach trouble, painful nerves and certain mental conditions; and that it forms blood, strengthens the nerves and promotes health generally. (5114)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

A. P. W. Paper Co., Inc., Albany, N. Y., manufacturer of toilet tissue and paper towels, has been ordered to cease and desist from commercial use of the Red Cross name and emblem in connection with the advertising and sale of its products. (4747)

S. Friedman & Sons and as Sunray Yarn House, 349 Grand St., New York, have been ordered to cease and desist from misrepresentation in the sale of yarn. (4891)

Rock Crushers Assn., et al.—An order has been issued prohibiting seven manufacturers and more than 300 distributors of rock crushing and other heavy construction machinery, and the two trade associations of which they are members, from maintaining or continuing a conspiracy which, the Commission found, has suppressed competition and tended to create in the respondents a monopolistic control over the prices of their products.

The order is directed against the Rock Crusher Manufacturers Association, Cedar Rapids, Iowa, and the Associated Equipment Distributors, National Press Building, Washington, D. C. It also names the secretaries of the Association, Arthur W. Daniels of the manufacturers and C. F. Winchester of the distributors, and the officers and directors of the latter group. (5026)

J. Silverman & Associates—An order to cease and desist from misrepresentation in the sale of printed mailing cards, designed for use in obtaining information concerning delinquent debtors, has been issued against Michel Lipman and Jack Silverman, trading as Chief Statistician and as J. Silverman & Associates, 821 Market St., San Francisco, and William Edgar Spicer, 302 Bond Bldg., Washington, D. C. (4809)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

A. P. S. Sales Co., 6331 Hollywood Blvd., Hollywood, Calif., and George A. Hirliman, R.K.O. Building, New York, entered into a stipulation to cease and desist from the use of false and misleading advertising in connection with the sale of a motion picture film entitled "Tell Your Children." The film, which also has been shown under other titles, such as "Reefer Madness" and "The Burning Question," purports to deal with the evil effects of marihuana cigarettes on adolescents. (3788)

Resisto Tie-Makers, Lombard and Paca Sts., Baltimore, entered into a stipulation to discontinue certain misrepresentations concerning the neckties they manufacture and sell. (3782)

FTC CLOSES CASE

The Federal Trade Commission has closed the case growing out of the complaint against Arline F. Hoffman, trading as Bell's Homeopathic Pharmacy, 222 Greenwich Street, New York, selling and distributing a preparation designated "Bell's Liquo Garlic," advertised as a treatment for ailments of dogs and cats. The Commission has ordered the case closed without prejudice to its rights, should future facts so warrant, to reopen the case and resume trial thereof in accordance with its regular procedure.

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 3, January 21, 1944

SCHEDULE OF DISTRICT MEETINGS

District	*Day*	*Date*	*City*	*Hotel*
8	Tuesday	February 1	Indianapolis, Ind.	Columbia Club
10	Friday-Saturday	February 4–5	Omaha, Nebraska	Fontenelle Hotel
14	Monday-Tuesday	February 7–8	Denver, Colorado	Cosmopolitan Hotel
16	Friday	February 11	Los Angeles, Calif.	Biltmore Hotel
13	Thursday	February 17	Dallas, Texas	Baker Hotel
12	Monday	February 21	Tulsa, Oklahoma	Hotel Tulsa
6	Thursday-Friday	February 24–25	Memphis, Tenn.	Peabody Hotel
3	Monday-Tuesday	February 28–29	Pittsburgh, Pa.	William Penn Hotel
2	Thursday-Friday	March 2–3	New York, N. Y.	

IMPORTANT WAGE AND HOUR INTERPRETATION

As one of his final official acts before leaving NAB to become a Navy Lieutenant Joseph L. Miller requested of the Wage and Hour Public Contracts Division a clarification of their position regarding "talent fees" and their relation to "regular rate of pay." This is extremely important in determining the matter of overtime payments.

The following letter signed by L. Metcalf Walling, Administrator of the Wage and Hour Public Contracts Division of the Department of Labor sets forth the official view:

"This will reply to your letter of December 21, 1943, in which you state that one of your members has called your attention to paragraph 24501.86, Volume 2, C.C.H. Labor Law Service (March 18, 1942) which has been cited by one of the attorneys of the Department as the basis for a ruling that *all* 'talent fees' paid to radio announcers should be included with salaries in determining the 'regular rate of pay.' You state you are under the impression as the result of a conference with me and one of the attorneys in the Solicitor's Office, that the cited ruling was not to be applied in the case of *all* 'talent fees' and that each case involving such fees would have to be considered on the basis of the facts involved and that some announcers for the purposes of the Fair Labor Standards Act were not employees of radio stations when they were working for a 'talent fee' from an advertiser or an agency. You inquire as to whether or not the impression you gathered from the conference is correct.

"It is my understanding that most announcers receive a weekly salary from the radio station in which they are employed. When, however, a sponsor of a program requests and obtains the services of a particular announcer thus employed the sponsor is required to pay to the station a 'talent fee.' The station then pays the announcer his weekly salary plus the fee. Such an arrangement is provided for in contracts between stations and the American Federation of Radio Artists. It is the Division's view that generally in such cases the announcer is the employee of the radio station and that the 'talent fee' paid the announcer is part of his regular compensation and the time spent by the announcer in performing such services constitutes hours worked for the radio station. However, this position is not an absolute one. In order to determine its applicability in a particular case, an examination of the facts in the case becomes necessary.

"Some of the factors which would be deemed significant as tending to establish an employer-employee relationship

(Continued on page 16)

SPECIAL NAB BOARD MEETING

The Nominating Committee which was created by the Board of Directors at a special meeting in Chicago last July 30, held a meeting in New York on Friday (14) and announced that it is ready to make a report. This committee was authorized to consider and recommend to the Board the course to be followed with reference to the NAB presidency upon the expiration of President Neville Miller's present contract on June 30 of this year. At the committee's request a special meeting of the Board has been called at the Palmer House in Chicago on Wednesday and Thursday, February 2 and 3.

The committee consists of Don S. Elias, WWNC, Chairman; Paul W. Morency, WTIC; G. Richard Shafto, WIS; James D. Shouse, WLW; John J. Gillin, Jr., WOW; and J. O. Maland, WHO.

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON Phone NAtional 2080

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Joseph L. Miller, *Director of Labor Relations;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

IMPORTANT WAGE AND HOUR INTERPRETATION

(Continued from page 15)

between the radio station and the announcer with respect to work performed for which the 'talent fee' is paid, and which would lend support to the view that the extra compensation received by the announcer should be included in arriving at his regular rate of pay for purposes of computing overtime compensation are the following: the fact that the announcer is a regular employee of the station employed pursuant to the collective bargaining agreement; the agreement contemplates the performance of these extra tasks, and undoubtedly, obligates the announcer to perform them when directed to do so by the radio station; the agreement places upon the radio station the responsibility or obligation to pay the 'talent fee,' even though the sponsor is charged an additional sum for this service, the agreement for the performance of this extra work is made between the radio station and the sponsor and not between the announcer and the sponsor; when the announcer performs these services he is engaged in rendering a service which is a functional part of the business of the radio station; the radio station obtains a distinct benefit from the services performed by the announcer; the work is performed under the direction and control of the radio station. It is not necessary that all of these factors be present in each case to establish an employer-employee relationship. The presence of one or more of them in a particular situation may be sufficient along with other pertinent facts to prove the existence of an employer-employee relationship with respect to the talent fees.

"The regional offices of this Division are fully aware of the Division's position in this respect. However, if you desire me to review any opinion given by any specific regional office of the Division, I would be pleased to request the file in any such case which you desire to call to my attention and re-examine all the facts pertinent thereto."

SALES MANAGERS EXECUTIVE COMMITTEE STUDIES RESULTS OF RETAIL PROMOTION PLAN

"The general reaction to the Retail Promotion Plan was very good," declared Dietrich Dirks of KTRI, Chairman of the Sales Managers Executive Committee, following a review of the comments and reports of radio stations in more than 100 cities by the Committee at its two-day meeting in New York on Tuesday and Wednesday (18-19).

During the course of the discussion of this project, it was the consensus of those in attendance that the presentation was generally better received in the smaller cities than in the larger ones; that exclusive retailers were very favorably impressed but that too many stations invited brokers, jobbers and others not primarily concerned with retailing. In its broad aspects, the Plan was adjudged the most constructive effort ever undertaken by the broadcasting industry.

After a thorough exploration of ways and means by which the Department of Broadcast Advertising can follow up the favorable impression created by the Retail Promotion Plan, the Committee decided that an immediate survey and analysis of the advertising programs of department stores should be undertaken. This decision was based on an authentic report that department stores are allocating a substantially larger portion of their advertising budgets for the use of broadcast advertising in 1944. As soon as this preliminary survey is completed, specific plans will be made for a concentrated campaign in the retail field.

In connection with the proposed increased attention to be devoted to the use of broadcast advertising by retailers, the Committee recommended that an assistant to the Director of Broadcast Advertising be appointed to devote his full time to this field.

Because 35 to 40 cities have requested original or repeat showings of the Retail Promotion Plan, and since approximately 80 organizations or radio stations have sought the talking motion pictures, "America Takes to the Air" and "Why Radio Works," the Committee reviewed these films from the standpoint of combining both into a single motion picture. However, it finally decided to make them available in their present form on a rental basis of $20.00 for the first showing in any community, and $10.00 for each subsequent showing. All bookings for the pictures would be handled through the local or nearby station or stations that subscribed to the Retail Promotion Plan. The Committee feels that radio stations will be sufficiently interested in the promotional possibilities of these films to pay the nominal rental charges for showings in their areas.

Many radio stations, commenting favorably on the Retail Promotion Plan, urged the industry to prepare a 30-minute talking motion picture to tell the story of broadcasting and broadcast advertising. To hasten that activity, the Committee adopted a resolution, reading in part:

"... the Sales Managers Executive Committee suggests to the NAB Board of Directors that a committee consisting of members of the Sales Managers Executive Committee and the Public Relations Committee be appointed to investigate the possibilities of making a talking motion picture or some other suitable presentation that could be used by stations before schools, civic organizations, trade groups and for general consumer bookings through motion picture theatre channels."

At luncheon on the opening day, Jack B. Peix, Assistant General Manager, and Llewelyn Harries, Manager, Sales Promotion Division of the National Retail Dry Goods Association were guests of the Committee. Following the luncheon, Mr. Harries outlined several plans for increased co-operation of NRDGA and NAB.

On the morning of the second day, Maurice Mermey of Baldwin & Mermey, public relations counsel to the Proprietary Association, attended the meeting of the Committee and extended an invitation from the drug manufacturers to participate in the advertising clinic, to be held in New York on May 16, 1944, in conjunction with the Annual Convention of the Association. Mr. Mermey stated that these important radio advertisers would like to have the broadcasting industry tell them what is bad about their advertising, what can be improved and what is good.

Following a discussion of the invitation and further questioning of Mr. Mermey, the Committee unanimously agreed to participate in the clinic. Chairman Dirks will shortly appoint a Sub-committee to concentrate on this problem.

Since the NAB War Conference in Chicago in April, 1943, the Committee has been working on a so-called continuing discount clause that provided logical rates for the advertiser and rate protection for the station. The revised form submitted by the Secretary was altered slightly and unanimously adopted. The text follows:

"If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or discounts."

The proposed clause will now be submitted to the American Association of Advertising Agencies for approval and then to the NAB Convention for action by the membership.

At the meeting of the Sales Managers Committee in Chicago in April, 1943, a resolution was unanimously passed, urging the preparation of a presentation to the automotive industry along the lines of the Retail Promotion Plan. Since the tour of the latter project is now nearly completed, the Committee reconsidered the automotive proposal. A decision was reached to table this study in favor of an investigation of the housing and motion picture fields as more logical prospects for broadcast advertising in the immediate and post-war periods.

Reviewing various suggestions for the improvement of broadcast advertising, the Committee condemned the practice of network, national spot and local advertisers in referring to programs on other stations or networks, competing with service on the station making the announcement. The Committee unanimously resolved that network and non-network advertisers be discouraged and ultimately denied the privilege of calling attention to another program on a competing station or network. Copies of the resolution will be forwarded to the Network Advisory Councils and to NAB member stations.

It was also generally agreed that the industry is opposed to the combination of two or more announcements of unrelated products in a single announcement. NAB member stations are urged to refuse such copy for broadcasting.

Similarly, a resolution was unanimously adopted condemning the practice of placing announcement schedules on alternating weeks, and of alternating unrelated products on a continuous schedule. Such service, usually placed in so-called participating programs, deprives the station of the opportunity to sell one or more classifications through the placement of a single contract. The Secretary was instructed to read this resolution at the forthcoming district meetings and to forward a copy to the District Chairmen of the Sales Managers Committee where such meetings will not be held.

The practice of some radio stations of scheduling too many announcements within a participating program was roundly condemned as distasteful to the listener and harmful to the advertiser.

Tentative plans were laid for the participation of the Sales Managers in the district meetings and in the NAB Annual Convention. To review these plans, the Committee has scheduled another meeting in March, which will probably be held in Chicago. The exact date will be announced later.

In addition to Chairman Dirks, C. K. Beaver of KARK; Arthur Hull Hayes of WABC; Walter Johnson of WTIC; James V. McConnell of WEAF; John M. Outler, Jr., of WSB; and John E. Surrick of WFIL attended the meeting. Illness prevented W. B. Stuht of KOMO-KJR from being present, while Sam H. Bennett of KMBC was unable to obtain transportation. Lewis H. Avery, NAB Director of Broadcast Advertising, served as Secretary.

DIRECTOR OF BROADCAST ADVERTISING TALKS AT ANNUAL CONVENTION OF NATIONAL MEN'S WEAR ASSOCIATION

The opening luncheon of the two-day Annual Convention of the National Men's Wear Association at the Hotel Pennsylvania in New York on January 17, 1944, featured talks by Lewis H. Avery, NAB Director of Broadcast Advertising, and John B. Kennedy, noted Blue network news commentator. This was the first convention this important group of retailers had held in three years and more than 500 attended the luncheon.

After reviewing the probable post-war developments in the field of standard broadcasting, FM and television, Avery pointed out that more radio sets are in use today than ever before.

"Will they continue to listen in the post-war period?" he asked, answering the question, "Why not! Many people have discovered that radio provides more services than they were aware of before the war. What's more, radio executives are studying ways and means of bringing new and improved entertainment to the listener. They are trying to bring news to the listener faster and more accurately than it has been available in the past. And, I think you will agree, radio news service has been one of the highlights of the war period."

Then he turned to a discussion of the analysis of 174 successful retail users of broadcast advertising, as developed through research for the Retail Promotion Plan. (See Vol. 12, No. 2, pp. 8-9, of the NAB REPORTS, for a detailed description of the results of this study.)

32,500,000 RADIO FAMILIES—JAN. 1, 1944

The annual estimate of the National Association of Broadcasters Research Committee shows 60,000,000 radio receiving sets in the hands of the public of the United States, January 1, 1944.

The details of the estimate are as follows:

Radio families (having one or more sets)	32,500,000
Extra sets in homes and sets in places of business, institutions, etc.	18,500,000
Auto Radios	9,000,000
Total Radio Receiving Sets	60,000,000

The NAB Research Committee is indebted to the Office of Civilian Requirements of the War Production Board and the U. S. Bureau of the Census for the figure of 32,500,000 radio families. The Census Bureau conducted a survey addressed to the public for the OCR to determine the experience of the public with certain household items which are scarce as a result of war. Radio sets were one of the items included in the survey.

The survey found that 89% of the nation's families possess radio sets. This percentage applied to the Census Bureau estimate of 36,550,000 families January 1, 1944, results in 32,500,000 radio families. The number of sets owned by the 32,500,000 radio families was disclosed in a breakdown of the 89% figure to the number having one set (58.9%), the number having two radios (24.1%), the number having three or more radios (5.8%), and those not reporting the number (.2%). The percentages applied produce a figure of 46,000,000 radios in the homes of 32,500,000 families.

Austin Grimshaw, director of the Civilian Relations Section of the OCR, in discussing the survey with the NAB, stated that he felt the Census Bureau had conducted a difficult survey in a most intelligent way. He also said that he had submitted the survey planning and results material to a number of research experts outside of government and had their opinions that the work in all detail was exceptionally well handled. NAB is grateful to Mr. Grimshaw and his associates for the cooperation shown in making the information available for industry use.

A comparison of the new figures with those produced last year indicates that the Research Committee may have been too conservative in its estimate of radio families, January 1, 1943 (30,800,000). However, a number of new developments in the radio market have occurred during the war period. The freeze order of April 1942 stopped the manufacture of radio sets. Retailers had a substantial stock on their shelves but no replenishment possibility. That stock was pretty well depleted in 1942 in the low priced lines. Today the stock remaining is almost insignificant in number of sets and is confined to high priced models.

Another development is the used-set market. Retailers are advertising to buy old sets and to sell reconditioned sets. The OCR survey showed that during the last year 1.7% of the families interviewed bought sets. Of these approximately 0.9% bought new sets and 0.8% bought used sets. Still another development has been the "hand-me-down" dissipation of extra sets in homes. Newly created homes have not gone without radio because of the inability to buy a new set, because families or friends have provided many of the sets from the extra ones they owned. Still another development has been the conversion of auto and battery sets.

NAB NEWS SUB-COMMITTEE MEETS WITH EDUCATORS

Standards of radio newscasting and news writing curricula will be discussed Friday, January 21, at the Waldorf-Astoria Hotel in an all day meeting between representatives of the National Association of State Universities and the National Association of Broadcasters.

Representing the special news committee of the NASU will be: Ralph D. Casey, director, school of journalism, University of Minnesota; Wilbur L. Schramm, director, school of journalism, Iowa State University, and I. Keith Tyler, director of radio, Ohio State University.

The NAB news committee sub-committee consists of: Paul White, director of public affairs, CBS; Bill Brooks, director of News and special events, NBC, and Walt Dennis, director of public relations and special events, WHN. Dennis continues on this committee as a carryover member from the time he was news bureau chief of NAB.

First official business of the NAB news committee, the establishing of standards in radio newscasting and news writing in schools and colleges was considered a "must" in any program of training competent radio news personnel, hence the appointment of the sub-committee at White's suggestion.

Tyler later recommended that the NAB group meet with the NASU members, specially appointed for this work by Howard L. Revis, president, Ohio State, and chairman of the NASU committee on radio broadcasting.

Representatives of the education departments of CBS and NBC have been invited to meet with the others Friday.

Radio news curricula already in effect in several schools and colleges will be studied and discussed, with recommendations for standards expected to materialize by meeting's end.

INSPECTION OF RECORDS

The FCC has announced adoption of Order No. 118, proposing to amend Section 1.5 of its Rules of Practices and Procedure relating to Inspection of Records.

Provision is made in the Commission's Order for oral argument, if request therefor is filed with the Commission, to be held on March 1, 1944. As that time all interested persons will be given an opportunity to appear and present argument as to why the proposed rule should not be adopted or why it should not be adopted in the form proposed by Order No. 118.

Requests for oral argument shall be filed on or before February 16, 1944, and shall be accompanied by a brief.

Order No. 118 is:

Order No. 118

At a meeting of the Federal Communications Commission held at its offices in Washington, D. C., on the 18th day of January, 1944;

Whereas, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

> Section 1.5—*Inspection of records.*—Subject to the provisions of sections 4(j), 213(f), 412 and 606 of the Act, the files of the Commission shall be open to public inspection as follows:
>
> (a) Tariff schedules required to be filed under section 203 of the Act: valuation reports including exhibits filed in connection therewith, unless otherwise ordered by the Commission, with reasons therefor, pursuant to Section 213 of the Act; and annual and monthly reports required to be filed under section 219 of the Act.
>
> (b) Contracts, agreements, or arrangements between carriers, filed pursuant to section 211(a) of the Act, except such contracts relating to foreign wire or radio communications which are marked confidential by the Commission.
>
> (c) All applications and amendments thereto filed under title II and title III of the Act, including all documents and exhibits filed with and made a part thereof, whether by reference or otherwise, except reports filed pursuant to Section 1.361 of the Rules of Practice and Procedure; authorizations and certifications issued upon such applications, all pleadings, depositions, exhibits, reports filed pursuant to Section 43.1 of the Rules and Regulations, transcripts of testimony, examiners' reports, exceptions, briefs, proposed reports or findings of fact and conclusions, minutes, and orders of the Commission, excepting, however, any of the foregoing expressly designated by the Commission as confidential.
>
> (d) In the discretion of the Commission, other files, including those excepted in subsections (a), (b) and (c) hereof, upon written request describing in detail the documents to be inspected and the reasons therefor.

Whereas, The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

Now, Therefore, It Is Hereby Ordered, That, upon the written request of any interested person, oral orgument be held before the Commission en banc on March 1, 1944, at 10:30 A.M., as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed by all persons desiring to appear on or before February 16, 1944, and each such request shall be accompanied by a brief.

STATIONS FAVOR CONTINUANCE BOND CAMPAIGN

Replies from 237 stations were received at NAB up to noon, Jan. 20, in response to the memorandum mailed all stations on Jan. 15. The memorandum covered the matter of the continued sale of War Bond transcribed programs immediately following the completion of the present campaign.

At the rate managers have responded the great majority of stations will have registered an opinion by the end of the week. Soon thereafter NAB will present the industry's opinion to Treasury officials and a decision should be forthcoming almost at once.

"Unofficially, it looks good, but no promises," was the view expressed by Arthur Stringer, secretary of the special NAB committee that has the matter in hand.

Over 750 Stations Ask for War Bond ETs.

As of Monday, Jan. 17, over 750 stations had requested the Treasury to ship the quarter hour and five minute transcription for local sale during the 4th War Loan campaign.

Typical of station reaction is the statement by Managing Director Ralph Elvin, WLOK: "Our supply of ETs, both in the 15-minute and 5-minute sizes, has been over-subscribed by local sponsors, and we shall have no difficulty in selling War Bond shows commercially after the present drive has ended. We are particularly enthusiastic about continuing this proposition."

RADIO COUNCILS ACTIVE

Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity, has been advised of the activities of several Radio Councils in widely scattered areas.

On January 15 the Intermountain Radio Council held a planning meeting in Salt Lake City. Dr. John A. Wahlquist, President of the University of Utah, is President of this Council.

The Radio Council of Greater Kansas City met for a mid-winter Conference on January 10. Mrs. R. O. Baker, President, advises that the Council discussed a project to issue a listing of children's programs available in this area.

At a meeting of the Boston Radio Council on January 11 Roy Harlow and Robert Burton of BMI and Edgar Kobax, General manager Blue Network, spoke. Haward LeSourd, Dean of the Graduate School of Boston University and council president, reports that a full discussion of the Petrillo matter was had.

The Executive Board of the New Jersey Radio Council met on January 6 to discuss the forthcoming report of their Radio Education Committee and to arrange for the spring meeting scheduled for March 1.

The Philadelphia Council is scheduled to meet on January 22. Mrs. Lewis and representatives of stations will be in attendance.

IMPORTED U. S. RADIOS AND DOMESTIC PRODUCTION MAINTAIN LISTENING IN BRITAIN

Government Considers Matter of National Importance

The British government which has always recognized that the maintenance of radio reception is a "matter of national importance," has already augmented domestic production by importation of 10,000 receivers from the United States.

"The Wireless & Electrical Trader," London, in its December 18, 1943, issue said in part:

"The following authoritative statement on radio receiver supplies has now been issued by the Radio Manufacturers' Association, with the approval of the Board of Trade:

" 'The maintenance of broadcast listening has always been recognized by the Government as a matter of national importance, but with the radio industry fully engaged on work of the highest priority, difficulty has had to be overcome in planning the production required to replace worn-out sets and those destroyed by enemy action.

" 'The radio industry has been given authority to complete receivers which were left partly finished when the manufacturers changed over to the production of radiolocation equipment and other war requirements. 75,000 civilian sets still required completion on September 30, and these will be made available as soon as possible.

" 'In view of the inadequacy of this quantity to meet present demands, arrangements have been made to import a substantial number of sets from America, and about 10,000 have already arrived in this country. The imported sets are of widely varying types and the work of testing and repairing when necessary to ensure suitability for the British market is in hand, and it is anticipated that the majority of these sets and also the 75,000 British sets will be on the market early in 1944.' "

INFORMATION WANTED

The NAB has received word that the Rodin Publishing Company is distributing jackets advertising "The Rape of Radio," which jackets contain an unauthorized endorsement attributed to Neville Miller. It will be appreciated if anyone who has seen such jackets will communicate with NAB Headquarters.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, January 24. They are subject to change.

Tuesday, January 25

WJAX—City of Jacksonville, Jacksonville, Fla.—C. P. to install auxiliary transmitter; **930 kc.**, 100 watts, for auxiliary purposes only.

Thursday, January 27

Further Hearing

WPAT—Frank Falknor and Rex Schepp (Transferors), Donald Flamm (Transferee), Paterson, N. J.—For transfer of control of North Jersey Broadcasting Co., Inc. (WPAT); **930 kc.**, 1 KW, daytime.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

Bert Horswell, Beverly Gordon Horswell, and The Pauline Mayer Gordon Estate (transferors), Billy A. Laurie, Leita Moye Laurie and Ben A. Laurie (transferees), Palestine Broadcasting Corp. (licensee), Palestine, Texas.—Granted consent to transfer of control of Palestine Broadcasting Corp., licensee of Station KNET, from Bert Horswell, Beverly Gordon Horswell and The Pauline Mayer Gordon Estate, to Ben A. Laurie, Billy A. Laurie, and Leita Moye Laurie, by the transfer of 100 percent of the issued and outstanding capital stock for a total consideration of $7,800 (B3-TC-346).

Daniel David Palmer (transferor), B. J. Palmer, Mabel Palmer, Daniel David Palmer and William M. Brandon, trustees (transferees), Central Broadcasting Co. (licensee), Des Moines, Iowa.—Granted consent to transfer of control of Central Broadcasting Co., licensee of Station WHO, from Daniel David Palmer to B. J. Palmer, Mabel Palmer, Daniel David Palmer and William M. Brandon. No monetary consideration is involved (B4-TC-338).

Blanfox Radio Company, Harlan, Ky.—Granted construction permit to change frequency from **1450 kc.** to **1230 kc.**, and make changes in antenna and ground system; granted subject to approval of antenna (B2-P-3556).

LICENSE RENEWALS

The Commission granted renewal of the following standard broadcast station licenses for the period beginning February 1, 1944, and ending in no event later than November 1, 1946:

KFEQ, St. Joseph, Mo.; KFUO, Clayton, Mo.; KLCN, Blytheville, Ark.; KMMJ, Grand Island, Nebr.; KSKY, Dallas, Texas; KTRB, near Modesto, Calif.; WEW, St. Louis, Mo.; WKAR, East Lansing, Mich.; WNAD, Norman, Okla.; WNYC and auxiliary, New York, N. Y.; WOI, Ames, Iowa; KTKC, near Visalia, Calif.; KXA, Seattle, Wash.; WCAL, Northfield, Minn.; WFAA, Dallas, Texas; WGY and auxiliary, Schenectady, N. Y.; WHAS, Louisville, Ky.; WHDH and auxiliary, Boston, Mass.; WLAW, Lawrence, Mass.; WLB, Minneapolis, Minn.; WOSU, Columbus, Ohio; WPTF and auxiliary, Raleigh, N. C.; WRUF, Gainesville, Fla.; WSBA, north of York, Pa.; WSON, near Henderson, Ky.

KOTN—Universal Broadcasting Corp., Pine Bluff, Ark.—Granted renewal of license for the period ending not later than December 1, 1945 (B3-R-824).

WMJM—Cordele Dispatch Publishing Co., Inc., Cordele, Ga.—Granted renewal of license for the period ending not later than December 1, 1945 (B3-R-1091).

Granted renewal of following experimental television broadcast station licenses for the period beginning February 1, 1944, and ending not later than February 1, 1945:

W2XGE, W2XI, General Electric Co., Schenectady, N. Y.; W6XAO, Don Lee Broadcasting System, Hollywood, Calif.; W6XDU, Don Lee Broadcasting System, area of Los Angeles, Calif.

WRGB—General Electric Co., Schenectady, N. Y.—Granted renewal of license for the period beginning February 1, 1944, and ending not later than February 1, 1945 (B1-RCT-2).

DESIGNATED FOR HEARING

Southwest Broadcasting Co. (licensee), Albert Stetson (transferor), KTAR Broadcasting Co. (transferee), Prescott, Arizona.—Designated for hearing application for transfer of control of Southwest Broadcasting Co., licensee of Station KYCA, from Albert Stetson, transferor, to KTAR Broadcasting Co., transferee. Commissioner Craven dissented (B5-TC-276).

MISCELLANEOUS

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Granted petition for continuance of hearing on application for renewal of license from January 18 to February 9.

WKY—WKY Radiophone Co., Oklahoma City, Okla.—Granted modification (B3-MP-1731) of construction permit authorizing move of transmitter, increase in power and installation of directional antenna for night use, for extension of completion date to 7-20-44.

KVOS—KVOS, Inc., Bellingham, Wash.—Granted license to cover construction permit authorizing change in frequency from **1230 to 790 kc.**, on condition that applicant will file an appropriate application requesting authority to operate at a new location substantially in accordance with the terms of the original permit, as soon as materials and equipment are available (B5-L-1785). Also granted authority to determine operating power by direct measurement of antenna power (B5-Z-1567).

KXYZ—Harris County Broadcast Co., Houston, Texas.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1573).

KPRC—Houston Printing Corp., Houston, Texas.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1572).

WRGG—Rome Broadcasting Corp., area of Rome, Ga.—Granted renewal of relay broadcast station license for a period ending December 1, 1945.

KEHR—Donald C. Treloar, area of Kalispell, Mont.—Granted renewal of relay broadcast station license for a period ending December 1, 1945.

The Commission granted petition of August G. Heibert, licensee of Class I experimental facsimile station K7XSB, Fairbanks, Alaska, for extension of authority to operate that station as a relay broadcast station for the transmission of programs to the United States for the period ending June 30, 1944; conditions.

APPLICATIONS FILED AT FCC

690 Kilocycles

KGGF—Hugh J. Powell, Coffeyville, Kansas.—Modification of construction permit (B4-P-3519), which authorized installation of a new transmitter for extension of completion date from 2-22-44 to 4-22-44.

770 Kilocycles

WJZ—Blue Network Co., Inc., New York, N. Y.—License to cover construction permit (B1-P-3533), which authorized move of auxiliary transmitter, installation of new transmitter and antenna, and change in power.

WJZ—Blue Network Co., Inc., New York, N. Y.—Authority to determine operating power by direct measurement of antenna power.

830 Kilocycles

WNYC—City of New York, Municipal Broadcasting System, New York, N. Y.—Extension of special service authorization to operate additional time between 6 a. m., EST, and sunrise, and between the hours of sunset at Minneapolis, Minn., and 10 p. m., EST, using directional antenna for the period beginning 2-1-44.

1010 Kilocycles

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—Voluntary assignment of construction permit (B3-P-3524) to The Century Broadcasting Company.

1380 Kilocycles

KWK—Thomas Patrick, Inc., St. Louis, Mo.—Transfer of control of licensee corporation from Grace C. Convey to Robert T. Convey, through retirement of 130 shares of outstanding stock and dissolution of voting trust.

1490 Kilocycles

NEW—South Bend Broadcasting Corp., South Bend, Ind.—Construction permit for a new broadcast station on **1490 kc.**, 250 watts, unlimited time.

FM APPLICATION

NEW—WJIM, Incorporated, Lansing, Mich.—Construction permit for a new high frequency (FM) broadcast station on **47700 kc.**, coverage 3,800 square miles.

NEW—Hilderth & Rogers Co., Lawrence, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44900 kc.** with coverage of 2,970 square miles.

NEW—The New York Times Co., New York, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45500 kc.** with coverage of 8,250 square miles.

TELEVISION APPLICATION

NEW—Industrial Tool & Die Works, Inc., Minneapolis, Minn.—Construction permit for a new experimental television broadcast station to be operated on **78000-84000 kc.**, A5 and special emission with power of 5 KW for visual and 3 KW for aural.

MISCELLANEOUS

NEW—National Broadcasting Co., Inc., Hollywood, Calif.—License to cover construction permit (B5-PRY-293), which authorized construction of a new relay broadcast station.

WOOC—Columbia Broadcasting System, Inc., Wayne, N. J.—License to cover construction permit (B1-PIB-52) for new international broadcast station.

WOOW—Columbia Broadcasting System, Inc., Wayne, N. J.—License to cover construction permit (B1-PIB-51) for new international broadcast station.

KGBK—Helen Townsley (area of Great Bend, Kans.).—Voluntary assignment of license to KVGB, Inc.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

General Baking Co., 420 Lexington Ave., New York, manufacturer and processor of bakery products, including "Bond Bread," is charged in a complaint with violating Section 2 (d) of the Robinson-Patman Act by paying its preferred customers for rendering advertising services and facilities without making such payments available on proportionally equal terms to all other competing customers. (5115)

Rucker's Imperial Breeding Farm, Inc.—A complaint alleging unfair and deceptive acts and practices in connection with the sale of baby chicks has been issued against Rucker's Imperial Breeding Farm, Inc., Ottumwa, Iowa; Famous Poultry Farms, Inc., Shenandoah, Iowa; Hillview Poultry Farms, Inc., Bethany, Missouri; and Ross R. Salmon, who is an officer of and owns a greater part of the stock in the three corporations and formulates, directs and controls their practices and policies. (5117)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

G. Bernardi, 1375 Euclid Ave., Cleveland, Ohio, trading as Benaris and selling a drug preparation designated "Benaris," stipulated that he will discontinue disseminating any advertisement which fails clearly to reveal that the too frequent or continued use of the preparation may cause nervousness, restlessness or sleeplessness; that persons suffering from high blood pressure, heart disease, diabetes, thyroid trouble or having a high fever should not use it except on advice of a doctor; that when a cough or hoarseness has persisted for 10 days it should not be used without securing a doctor's advice; and that its excessive use may cause injury to the lungs. However, the stipulation provides that such advertisement need only contain the statement, "CAUTION, Use Only As Directed," if the directions for use, whether on the label or in the labeling, contain a warning to the same effect. (03181)

Joseph Burger, 2067 Third Ave., New York, manufacturer of "Staturaid" shoes, has entered into a stipulation to discontinue representing that the shoes, which are designed solely to give an appearance of increased height, will improve posture, benefit health or provide assurance of either health or better posture. (3787)

Edwin K. Latz, et al.—A stipulation to discontinue false and misleading representations concerning a preparation designated "Milky Wayve Permanent Wav Solution" has been entered into by Edwin K. Latz, Israel A. Latz and Sidney Seligman, trading as Seligman & Latz, 745 Fifth Ave., New York. (03186)

Montrose Sales Co., Inc., trading as Montrose Products Co., 2036 Montrose Ave., Montrose, Calif., stipulated that it will cease and desist from representing that the medicinal preparation it sells under the name "Bel-Din" will have any effect on the symptoms of asthma, unless cardiac asthma is specifically excluded, or that it will relieve the symptoms of bronchial asthma beyond such effect as it may have in easing the difficulty in coughing and breathing. The stipulation also was entered into by Guenther Bradford & Co., 15 East Huron St., Chicago, an advertising agency that disseminated advertisements of Bel-Din. (03185)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Home Diathermy Co., Inc., 1780 Broadway, New York, Home Diathermy Co., Inc., 15 Public Square, Wilkes-Barre, Pa., Arnold Steindler and Isadore Teitelbaum, individually and as officers of both corporations, have been ordered to cease and desist from unfair and deceptive acts in commerce which involved misrepresentation of a Federal Communications Commission order relating to the registration of diathermy apparatus. (4901)

Kol-Tone Manufacturing Co., 6621 University Drive, University City, Mo., has been ordered to cease and desist from representing that Kol-Tone, a chemical spray designed for use on bituminous coal, increases the efficiency of coal, causes it to produce more heat or results in any saving in fuel costs. (4515)

L. A. Schwarz, 404 Dwight Building, Jackson, Mich., who operates a collection agency and trades as Continental Forwarding System and Southern Michigan Collection Service, has been ordered to cease and desist from unfair and deceptive acts and practices in the conduct of his business. (5058)

FTC CLOSES CASE

The Federal Trade Commission has closed without prejudice the case growing out of its complaint against E. R. Squibb & Sons, 745 Fifth Ave., New York, charged with disseminating advertisements which failed to reveal the potential danger in the use of a laxative preparation designated "Granaya with Cascara" when taken in the presence of symptoms of appendicitis.

The case was closed after the respondent entered into a stipulation with the Commission to discontinue the practices charged in the complaint. In the stipulation the respondent agrees to cease and desist from disseminating any advertisement which fails to reveal that the preparation should not be used when abdominal pain, nausea or other symptoms of appendicitis are present; provided, however, that the advertisement need only contain the statement, "CAUTION: Use Only as Directed," when the directions for use, whether they appear on the label or in the labeling, contain a warning to the same effect.

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 4, January 28, 1944

POLICY ON C.P.'s CLARIFIED

The War Production Board and the Federal Communications Commission have issued statements this week with respect to the policy to be followed on applications for authorization to construct or change radio facilities which involve the use of critical materials. The FCC statement reads:

"Upon consideration of a further report and recommendation of its Committee on Critical Radio Materials, and recommendations of the War Production Board, the Commission on January 18, 1944 determined that a further statement should be made with respect to policy in the consideration of applications for authorizations to construct or change radio facilities involving the use of materials.

"Present indications are that despite the tremendous expansion of radio production that has taken place in the last two years, the large burden on the industry of meeting military needs will not permit production of equipment for new stations or the expansion of existing stations. All orders and practices looking toward the conservation of equipment (such as Order 107, relating to operation with reduced power) should be retained in full force and effect. It would not be in the public interest to issue and have outstanding permits for authorizations the terms of which cannot be met within a reasonable period.

"The Commission will give consideration to the issuance of conditional grants upon applications where it is shown (1) that a grant will serve an outstanding public need or national interest; (2) that the operation proposed is consistent with the provisions of the Rules and Regulations of the Commission and the conditions and standards prescribed in the Act; and (3) that, after due consideration of the policies and orders of the War Production Board and the facts with respect to existence or availability of necessary materials, there is reasonable prospect that the proposed operation in the vicinity in question can be provided for without substantial delay. The procedure to be employed is as follows:

(1) When a conditional grant is authorized, applicant will be notified to that effect and advised that a permit will not be issued until applicant has satisfied the Commission with respect to the following within 90 days [1] of notice of conditional grant:

  (a) By evidence in writing from the War Production Board that any authorization of that Board necessary to carry the construction to completion has been obtained or that none is required.

  (b) That applicant is in position to complete all construction necessary to the proposed operation within a reasonable period.

  (c) Acceptance of the grant upon these conditions has been submitted in writing within 20 days of date of notice of grant.

(2) Upon a showing that satisfies the conditions prescribed in the conditional grant, the Commission will issue a regular authorization.

(3) If applicant fails to satisfy the conditions within the time allowed, the application will be designated for hearing or given such further consideration as may be found appropriate.

"An applicant desiring any further consideration of an application for radio facilities or change in facilities which has been dismissed without prejudice pursuant to the Memorandum Opinion of February 23, 1942, or any one or more of the other statements of policy which have been issued with regard to equipment, may submit a petition for reinstatement of such application within 60 days hereof accompanied with amendments and supplemental information appropriate to any change in circumstances.

"This statement is not to be construed as an invitation for the filing of applications; the policy set forth is intended only to permit grants that will serve an outstanding public need or national interest, as indicated in this statement."

The WPB announcement follows:

"The procedure provides that upon approving an application, FCC will give the applicant a conditional grant, subject to WPB approval for construction or modification of facilities. A permit will be granted by FCC after these conditions are satisfied. The procedure defines more clearly the fields of operation of the two agencies and is the product of mutual study of problems of handling new facilities applications.

"The WPB announcement came simultaneously with the issuance by FCC of a supplemental statement of policy concerning applications for radio station permits.

"The FCC statement of policy is not to be construed as an invitation for the filing of applications, the agencies emphasized, but only to permit grants that will serve an outstanding public need or the national interest in the war effort.

"The Radio and Radar Division of WPB pointed out that FCC policy does not mean a relaxation of WPB policy, which is dictated by the need for conservation of manpower, materials and manufacturing facilities of radio equipment and maintenance supplies. Present indications are that despite the tremendous expansion of radio production in the past two years, the requirements of the armed forces in 1944 are half again as large as in 1943. This large demand on the industry will not allow more than minimum essential production of additional equipment for new stations or the expansion of existing station, the Division said.

"WPB efforts are now being directed primarily to provide existing broadcasting stations with essential replacement equipment such as microphones, turntables, audio amplifiers and recording equipment. It is felt that before equipment is made available to new stations, existing stations should be provided with such equipment as is needed to maintain the service they have been offering in the past.

"However, an applicant desiring further consideration of an application for radio facilities or change in facilities which has been dismissed by FCC pursuant to its Memorandum Opinion of February 23, 1942, and any later state-

(Continued on page 24)

---

[1] This time may be extended to a maximum of not to exceed 120 days from the date of notice of intent to grant upon a satisfactory showing that there is reasonable assurance that the conditions can be met in the time specified.

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON Phone NAtional 2080

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

POLICY ON C.P.'s CLARIFIED

(Continued from page 23)

ments of policy which halted granting of wartime applications, may submit a petition for reinstatement of such application to FCC within 60 days of January 26, 1944, the date of issuance of the supplemental statement of policy by FCC. The petition should be accompanied with amendments and supplemental information appropriate to any change in circumstances.

"WPB said that FCC Order 107, issued December 1, 1942, which reduced the power used by radio stations, had been very effective in reducing the replacement parts needed by stations without any noticeable impairment of service, and recommended to FCC that this Order be kept in effect.

WPB is ready to review any application for materials presented to it, and if special circumstances justify unusual action, WPB will be governed accordingly.

WPB orders restrict radio construction in the following ways:

1—General Limitation Order L-265 prohibits the transfer of electronic equipment from a supplier or manufacturer unless the order bears a preference rating of A-1-A or better. A rating of AA-4 or better is required for manufacture of such equipment.

2—General Limitation Order L-41 requires an authorization to start construction if the cost of construction is over $200.

3—Authorization must also be obtained from the Office of War Utilities to install power and telephone lines.

4—Several other orders cover the transfer of materials, such as copper, even though they may be surplus stock.

WPB said it could not adopt a policy of granting applications merely because all required radio equipment was "on hand" or "available." Such applications will be reviewed carefully. Construction may be authorized in those cases where it is felt the use of labor and materials will aid the war effort or existing services.

VOLUNTARY CENSORSHIP TIGHTENED

Byron Price, Director of the Office of Censorship, has issued a statement on voluntary censorship which is of deep significance to all broadcasters. Mr. Price's statement follows:

"The coming invasion of Europe confronts voluntary Censorship with its greatest single responsibility. There is no way to conceal from the enemy that an invasion is in prospect, or that the British Isles will be used as a base. What we must protect at all hazards is information of the time and place of attack, the strength of the attacking force, and its technical makeup and equipment.

"This is not a field for the customary competitive newsgathering. No American newspaper man or broadcaster will want the distinction of being first to disclose where, when and how our troops will strike. But no one should forget for a moment that inadvertent disclosures are exactly as valuable to the enemy as deliberate disclosures.

"In every reference to the coming operations you are earnestly requested to keep in mind the Code provisions against publication or broadcast, without appropriate authority, of:

1. Secret war plans;
2. Movement of ships and troops, (including movements or shifts of high officers and personnel known for specialized activities);
3. Allied or enemy secret weapons and equipment and counter measures of defense. Weapons and defense measures of the enemy are included because it would be to his advantage to know how good our intelligence is.
4. International negotiations which concern military operations.

"Special precautions are necessary regarding information from abroad which bears on the invasion and involves any of the subjects listed above. No such information should be published or broadcast in this country if the enemy would be informed thereby. Information in the listed categories coming direct from a neutral or allied country but which might not be generally available in that country, should be submitted to the Office of Censorship before use. This restriction does not apply to material from enemy countries; material originating in the British Isles and cleared by British Censorship; material cleared by Allied Military Censorship overseas; or material which already has been published, sent by radio, or otherwise generally disseminated in any area abroad. The test should be, 'Does the enemy know this?'

"All speculation about the invasion should be kept strictly within the limits laid down in the Codes and no device of speculation or prediction used to disclose restricted information. Bear in mind that it is always hazardous, in connection with future operations, to mention dates, even by month or season; or to point out the likelihood or desirability of a landing in one country or on one particular section of the coast; or to forecast how many troops or units will be employed.

"Opinion on these subjects should be labeled as opinion, and no attempt to set forth actual expectations of the high command should be made (except in case of formal official announcement) without prior reference to this office.

"The appropriate authority for any disclosure within the restricted list must be of absolutely unquestioned standing if security is to be protected. We need urgently a complete moratorium on backstairs gossip and hair-line authenticity regarding this critical battle. In case of the slightest doubt, consult the Office of Censorship. Let us have no black market in information so dangerous to American life.

"Recently the Codes have been relaxed in several respects but in no respect which touches the fortunes of General Eisenhower's invading Army. Please take no chances."

NAB REVISES LEGISLATIVE RECOMMENDATIONS

Revised recommendations respecting the provisions of the White-Wheeler Bill to amend the Communications Act were submitted to the members of the Senate Interstate Commerce Committee this week, through President Neville Miller. Printed copies of these recommendations will be mailed to all radio station managers early next week as soon as they are off the press.

FCC APPROPRIATIONS

The Independent Offices Appropriations Bill for 1945 reported out of the House Appropriations Committee on Wednesday, included an appropriation of $6,716,843 for the FCC. This contrasts with a budget estimate submitted by the Commission of $8,371,700, and an appropriation for the 1944 fiscal year of $7,609,914. Thus the FCC appropriation as reported is $893,071 less than the 1944 appropriation and $1,654,857 less than the budget estimate for 1945.

FM BROADCASTERS MEET

FM Broadcasters, Inc., staged its Fifth Annual Meeting at the Commodore Hotel, New York, on Wednesday and Thursday (26-27) this week. The meeting was opened by President Walter J. Damm, who reported on the history and activities of FMBI. He was followed by Philip G. Loucks who reviewed legislation as it affects FM broadcasters. C. M. Jansky, Jr., gave a report outlining the engineering advantages of FM broadcasting.

A discussion of the outlook of set and transmitter manufacturers and their future plans with reference to production was held.

General Electric was represented by W. R. David and C. R. Barhydt. Crosley Corporation was represented by James S. Rasmussen; RCA, by Dr. C. B. Jolliffe; Zenith Radio Corporation, by J. E. Brown; REL, by Charles Srebroff; Stromberg Carlson Company, by Lee McCanne; Freed Radio Corporation, by Arthur Freed; and Graybar Electric, by F. R. Lack.

James Lawrence Fly, chairman of the Federal Communications Commission was the luncheon speaker.

Following luncheon, Major Edwin H. Armstrong spoke on the topic, "What, How and Where", a look into the future of FM broadcasting. FMBI's relation to the Radio Technical Planning Board was discussed by Dr. W. R. G. Baker.

A review of what an advertising agency found out about FM as a result of its own survey was given by P. H. Pumphrey of Maxon Agency.

"FM Plans of the Office of Education" was the subject of a talk by William D. Boutwell.

The American network tendered a cocktail party at the close of the afternoon session.

The conference wound up on Thursday with a roundtable discussion at which questions, which had been previously submitted, were answered by Major Edwin H. Armstrong, Paul A. de Mars, C. M. Jansky, Jr., Philip G. Loucks, John Shepard, 3rd, Walter J. Damm, and Lt. E. K. Jett and George Adair of the FCC.

A luncheon meeting for members of FMBI exclusively was followed by a Board meeting.

NAB was represented at the convention by President Neville Miller and Robert T. Bartley, Legislative Assistant.

IDENTIFICATION BREAK WAIVED

Upon request of the National Foundation for Infantile Paralysis, Inc., and the networks, the Commission on January 25 granted waiver of its Rules so as to permit elimination of identification break during the period 11:15 P. M. January 29 to 12:15 A. M. January 30, only, while broadcasting the President's birthday celebration.

PUBLIC RELATIONS SESSIONS PLANNED

Sessions on public relations at the 1944 NAB membership meeting were planned by the Public Relations Committee in New York City January 20-21, Edgar Bill, WMBD, Chairman, announced.

Industry public relations will also be discussed at the forthcoming NAB district meetings, where Willard D. Egolf, Assistant to the President, will present a working draft of a public relations manual for broadcasters which has been under consideration by the committee for several months.

The committee accompanied Neville Miller to the Radio Executives Club luncheon on January 20 when he discussed new radio legislation.

In the afternoon the committee heard a general review of activities and planned 1944 on the basis of the "Working Plan of Public Relations for the Broadcasting Industry," approved in the Fall.

A day was devoted to a discussion of the work of Dorothy Lewis, NAB Coordinator of Listener Activity, which embraces children's programs, national organizations, radio in education, radio councils and the NAB Association of Women Directors. Following her report the committee assisted Mrs. Lewis in planning her activities for 1944.

A number of specific suggestions were considered by the committee in its two day session, some to be investigated further, others for immediate announcement. Wider use by the industry of the emblem, "Radio, in Service of Home and Nation," was recommended for use on stationery, displays, promotion pieces and decorations. More dramatization of radio and radio heroes in the war is recommended. The committee, after listening to an audition of

DISTRICT MEETINGS ALL SET

Next week marks the beginning of the series of district meetings. Some changes have been necessary in order to make proper arrangements. The meeting of the Second District at New York, will be held at the Roosevelt Hotel. Director Roy Thompson of the Third District has changed the date of his meeting to March 6-7. It will be held at the William Penn Hotel in Pittsburgh.

Following is the full schedule:

District	*Day*	*Date*	*City*	*Hotel*
8	Tuesday	February 1	Indianapolis, Ind.	Columbia Club
10	Friday-Saturday	February 4–5	Omaha, Nebraska	Fontenelle Hotel
14	Monday-Tuesday	February 7–8	Denver, Colorado	Cosmopolitan Hotel
16	Friday	February 11	Los Angeles, Calif.	Biltmore Hotel
13	Thursday	February 17	Dallas, Texas	Baker Hotel
12	Monday	February 21	Tulsa, Oklahoma	Hotel Tulsa
6	Thursday-Friday	February 24–25	Memphis, Tenn.	Peabody Hotel
2	Thursday-Friday	March 2–3 *	New York, N. Y.	Roosevelt Hotel
3	Monday-Tuesday	March 6–7 *	Pittsburgh, Pa.	William Penn Hotel

"Report on Wartime Radio," CBS transcription featuring Kate Smith, Ted Collins and cast, went on record urging its widest possible use by stations. "On the Air" thirty minute sound film history of radio produced for Westinghouse, Inc., received enthusiastic endorsement and stations are requested to assist Westinghouse dealers in their communities in arranging public showings, where there are not Westinghouse stations to perform that service.

Attending the meeting were: Edgar Bill, WMBD Chairman; Craig Lawrence, KSO; Kern Tips, KPRC; John F. Patt, WGAR; Leslie W. Joy, KYW; Edgar H. Twamley, WBEN; Dr. Frank Stanton, CBS; Sheldon Hickox, NBC (representing Frank M. Russell, NBC, Washington.) Lawrence W. McDowell, KFOX, was unable to attend. Neville Miller, Willard D. Egolf and Dorothy Lewis attended from NAB.

EGOLF ADDRESSES RADIO COUNCIL OF GREATER CLEVELAND

At the invitation of the Radio Council of Greater Cleveland, Willard D. Egolf, NAB Assistant to the President, addressed that group, one of the largest and oldest councils on radio in the United States, Thursday, January 27, on the subject, "Are You Down In Freedom's Book?"

Handling of this subject included definition of the personal obligations of American citizens under the war-wrought concept of freedom, compared to the obligation of a great public service institution such as radio to preserve the significance of freedom. Struggles of newspapers to preserve freedom of speech, beginning with the American Revolution, were described for the Clevelanders.

TWO STAFF DIRECTORS ADDRESS IRE CONVENTION

Arthur Stringer, NAB director of circulation, is scheduled to address the Winter Technical Meeting of the Institute of Radio Engineers, at Hotel Commodore, New York City, tomorrow, Jan. 29. His paper on "Radio in Service of Home and Nation" will be published in a subsequent issue of NAB REPORTS.

Howard S. Frazier, NAB director of engineering, who is Chairman of Panel 4 (standard broadcasters) of the Radio Technical Planning Board, will outline the work of this panel during today's IRE's session.

COLLEGE DEGREES IN "RADIO JOURNALISM" SEEN BY NAB RADIO NEWS COMMITTEE

A four-year college course resulting in a degree in radio journalism and a short course to train persons already in radio newsrooms were the two recommendations issued at a joint meeting of radio and education leaders at the Waldorf-Astoria Hotel on Friday (21).

The four-year course background material recommended under the heading of "principles" is:

1. Backgrounds in social studies such as political science, history, economics, etc.
2. A complete mastery of a foreign language.
3. Grounding in English, diction and English literature, typing and shorthand.
4. Practical laboratory experience in practical broadcasting.
5. Background in communications, including press and radio news history, libel laws, radio laws, the Federal Communications Commission and National Association of Broadcasters Code.

Actual details of study will be worked out by the educators for both courses and presented to an early meeting of the NAB News Committee.

Representing NAB's News Committee were: Paul White, Public Affairs Director of CBS; Bill Brooks, Special Events and News Director of NBC, and Walt Dennis, WHN Special Events and Public Relations Director.

Representing the National Association of State Universities were: Wilbur Schramm, Director of the School of Journalism of Iowa State University; Mitchell Charnley, Assistant Director, School of Journalism, University of Minnesota and I. Keith Tyler, Director of Radio, Ohio State University. Special advisor was William Burke Miller, Manager, Public Service Division of NBC.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, January 31. They are subject to change.

Wednesday, February 2

Oral Argument Before the Commission

Report No. B-186:

WROL—S. E. Adcock, d/b as Stuart Broadcasting Company, Knoxville, Tenn.—Modification of license; **620 kc.,** 1 KW (DA-night), unlimited.

Thursday, February 3

Consolidated Hearing

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Company, Albany, Ga.—C. P. to move transmitter and studio to West Point, Ga.; **1490 kc.,** 250 watts, unlimited.

NEW—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Company, West Point, Ga.—C. P., **1490 kc.,** 250 watts, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WRUF—University of Florida, Gainesville, Fla.—Granted extension of special temporary authority to operate unlimited time, with power of 100 watts after sunset at Denver, for period February 1, 1944, to November 1, 1946 (B3-SSA-94).

WHBU—Roy E. Blossom (Transferor), L. M. Kennett (Transferee), Anderson Broadcasting Corp. (Licensee), Anderson, Ind.—Granted consent to acquisition of control of Anderson Broadcasting Corp., licensee of Station WHBU, by L. M. Kennett, through acquisition of 500 shares or 50% of the common stock, for a consideration of $10,000 (B4-TC-345).

Head of the Lakes Broadcasting Co., Superior, Wisc.—Granted construction permit for new FM broadcast station to use frequency **44500 kc.,** with coverage of 407 square miles (B4-PH-74).

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted modification (B5-MP-1733) of construction permit for extension of completion date to May 1, 1944. Also granted extension of special service authorization to operate on **560 kc.,** 1 KW day, 250 watts night, unlimited time, for the period ending May 1, 1944 (B5-SSA-92).

WNYC—City of New York, Municipal Broadcasting System, New York City.—Granted extension of special service authorization to operate additional time between 6 a. m., EST and sunrise New York, and between sunset Minneapolis and 10 p. m., EST, using directional antenna designed therefor (Commissioners Case and Craven dissenting) (B1-SSA-95).

DESIGNATED FOR HEARING

WHDH—Matheson Radio Company, Inc., Boston, Mass.—Designated for hearing application for modification of license to operate with directional antenna after sunset at Gainesville, Fla. (B1-ML-1179).

LICENSE RENEWALS

The following stations were granted renewal of licenses for the period ending November 1, 1946:

KGO and auxiliary, San Francisco; KGU, Honolulu; KIRO, Seattle; KOA, Denver; KOWH, Omaha, Neb.; KPO, San Francisco; KTRH, Houston, Texas; WEAF, New York City; WENR, Chicago; WISR, Butler, Pa.; WJZ and auxiliary, New York City; WLS, Chicago; WGN, Chicago; WMAQ, Chicago; WMAZ and auxiliary, Macon, Ga.; WOR, and auxiliary, New York City; WSB and auxiliary, Atlanta; WTBO, Cumberland, Md.; WWL, New Orleans; KXL, Portland, Ore.; WCCO, Minneapolis, Minn.

Licenses for the following stations were extended upon a temporary basis only, pending determination upon application for renewal, for the period ending April 1, 1944:

KMPC and auxiliary, Los Angeles; KOAM, Pittsburg, Kans.; KQW, San Jose, Calif.; WHB and auxiliary, Kansas City, Mo.; WHCU, Ithaca, N. Y.; WHEB, Portsmouth, N. H.; WHKC, Columbus, Ohio; WSM and auxiliary, Nashville, Tenn.; KBON, Omaha, Neb.; KBPS, Portland, Ore.; KDB, Santa Barbara, Calif.; KDRO, Sedalia, Mo.; KEYS, Corpus Christi, Texas; WABI, Bangor, Me.; WATL, Atlanta, Ga.; WELL, Battle Creek, Mich.; WGPC, Albany, Ga.; WIBM, Jackson, Mich.; WING, Dayton, Ohio; WKEU, Griffin, Ga.; WPAD, Paducah, Ky.; WTEL, Philadelphia, Pa.; WWDC and synchronous amplifier, Washington, D. C.

WWDC—Capital Broadcasting Co., Washington, D. C.—Granted extension of authority for waiver of Sections 2.53 and 13.61 of the Commission's Rules, so as to permit operation of synchronous amplifier of Station WWDC by remote control from main transmitter location, for the period ending April 1, 1944, upon the same terms and conditions as the existing authorization for such operation.

KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted renewal of license upon a temporary basis only, for the period ending November 1, 1946, upon condition that it is subject to whatever action may be taken by the Commission upon the pending application for renewal of license for Station KGGF. Nothing contained herein shall be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the express terms hereof.

KBUR—Burlington Broadcasting Co., Burlington, Iowa.—Granted renewal of license for the period ending December 1, 1945.

WAOV—Vincennes Newspapers, Inc., Vincennes, Ind.—Granted renewal of license for the period ending October 1, 1945.

W2XWV—Allen B. DuMont Laboratories, Inc., New York, N. Y.; W2XVT, Passaic, N. J.; W10XKT, Portable-Mobile.—Granted renewal of licenses for three experimental television stations.

Renewal of experimental television broadcast station licenses were granted for the period ending February 1, 1945:

W9XBB, W9XBK, W9XPR, W9XBT, Balaban & Katz, Corp.; W2XBU, National Broadcasting Co., Inc.; W3XE, W3XP, W3XPC, W3XPR, W3XPA, Philco Radio and Television Corp.; W6XYZ, Television Productions, Inc.; W9XZV, Zenith Radio Corp.; W2XBT, National Broadcasting Co., Inc.

WBKB—Balaban & Katz, Corp., Chicago, Ill.—Granted renewal of commercial television broadcast station license for the period ending February 1, 1945.

WCBW—Columbia Broadcasting System, Inc., New York City.—Granted renewal of commercial television broadcast station license for the period ending February 1, 1945.

WNBT—National Broadcasting Co., Inc., New York City.—Granted renewal of commercial television broadcast station license for the period ending February 1, 1945.

WPTZ—Philco Radio & Television Corp., Philadelphia, Pa.—Granted renewal of commercial television broadcast station license for the period ending February 1, 1945.

W9XUI—State University of Iowa, Iowa City, Iowa.—License for experimental television broadcast station extended upon a temporary basis only, pending receipt of and/or determination upon application for renewal, for the period ending April 1, 1944.

W2XWE—WOKO, Inc., Albany, N. Y.—Present facsimile broadcast station license further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending April 1, 1944.

WGTC—J. J. White, tr/as Greenville Broadcasting Co., Greenville, N. C.—Present license extended on a temporary basis for a period of 60 days.

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Present license extended on a temporary basis for a period of 60 days.

WHBB—Selma Broadcasting Co., Inc., Selma, Ala.—Present license extended on a temporary basis for a period of 60 days.

KFFA—J. Q. Floyd, John Thomas Franklin and Sam Anderson, a partnership, d/b as Helena Broadcasting Co., Helena, Ark.—Present license extended on a temporary basis for a period of 60 days.

MISCELLANEOUS

WJOT—The Birmingham News Co., area of Birmingham, Ala.—Granted application for renewal of relay broadcast station license for the period ending December 1, 1945.

KEID—KCMO Broadcasting Co., area of Kansas City, Mo.—Granted application for renewal of relay broadcast station license for the period ending December 1, 1945.

KEIE—KCMO Broadcasting Co., area of Kansas City, Mo.—Granted application for renewal of relay broadcast station license for the period ending December 1, 1945.

KEIV—Nichols and Warinner, Inc., area of Long Beach, Calif.—Granted application for renewal of relay broadcast station license for the period ending December 1, 1945.

KIDN—Redwood Broadcasting Co., Inc., area of Eureka, Calif.—Granted application for renewal of relay broadcast station license for the period ending December 1, 1945.

The Commission on January 20 issued an order adopting as the Findings of Fact and Conclusions of the Commission the Proposed Findings of Fact and Conclusions (B-196) entered on December 21, 1943, denying the application of Roy L. Albertson (WBNY), Buffalo, N. Y., for modification of license to change frequency from **1400** to **680 kc.** No party to the proceedings has filed exceptions thereto, or requested oral argument thereon.

The Commission has issued an order adopting as the Findings of Fact and Conclusions of the Commission, the Proposed Findings of Fact and Conclusions (B-193), entered on December 21, 1943, denying the application of Martin R. O'Brien (WMRO), Aurora, Ill., for modification of license to change hours of operation from daytime only on **1280 kc.,** 250 watts, to unlimited time on **1280 kc.,** 250 watts daytime, 100 watts nighttime, without prejudice to the right of applicant to file an application requesting unlimited time operation on **1490 kc.** No party to the proceedings has filed exceptions thereto, or requested oral argument thereon.

KXL—KXL Broadcasters, Portland, Ore.—Denied special service authorization to operate unlimited time, employing directional antenna day and night, for the period ending February 1, 1946 (B5-SSA-93).

WEEU—Berks Broadcasting Co., Reading, Pa.—Denied special service authorization to operate additional time from 6:45 a. m., EST, to local sunrise during the months of November and December, 1943, and January, February, March and October, 1944 (B2-SSA-89).

WJAX—City of Jacksonville, Jacksonville, Fla.—The petition of WJAX to reinstate application for construction permit to increase nighttime power to 5 KW, make changes in transmitting equipment and install directional antenna for use during nighttime only, was denied without prejudice to such further petition as applicant may submit in light of the new Statement of Policy announced by the Commission.

APPLICATIONS FILED AT FCC

560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Extension of special service authorization to operate on **560 kc.,** 500 watts night, 1 KW daytime, using transmitter as authorized in construction permit for the period 2-1-44 to 5-1-44.

Amended: to change requested power to 250 watts night and 1 KW daytime, employing 310' vertical tower authorized under construction permit for the period ending 8-1-44.

620 Kilocycles

WKAQ—Radio Corporation of Porto Rico, San Juan, Puerto Rico.—Modification of construction permit (B-P-3489 as modified), which authorized move of transmitter and studio for extension of completion date from 1-26-44 to 7-26-44.

WKAQ—Radio Corporation of Porto Rico, San Juan, Puerto Rico.—Modification of construction permit (B-P-3501 as modified), which authorized move of auxiliary transmitter for extension of completion date from 1-26-44 to 7-26-44.

770 Kilocycles

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Extension of special service authorization to operate on **770 kc.**, 25 KW night and 50 KW daytime, using transmitter as specified in construction permit.

1280 Kilocycles

WDSU—WDSU, Inc., New Orleans, La.—License to cover construction permit (B3-P-3424), which authorized installation of new transmitter, move of transmitter, increase in power and installation of directional antenna.

WDSU—WDSU, Inc., New Orleans, La.—Authority to determine operating power by direct measurement of antenna power.

1330 Kilocycles

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Construction permit to make changes in transmitting equipment, changes in directional antenna to be used day and night and increase power from 1 KW to 5 KW.

1340 Kilocycles

WDAK—L. J. Duan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen, Aubrey Gay, d/b as Valley Broadcasting Co., Columbus, Ga.—Voluntary assignment of license and construction permit to L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, and Effie H. Allen, d/b as Valley Broadcasting Company.

1400 Kilocycles

KVOP—W. J. Harpole & J. C. Rothwell, a partnership, Plainview, Texas.—Modification of construction permit (B3-P-3420), which authorized construction of a new standard broadcast station for approval of antenna, studio and transmitter sites.

TELEVISION APPLICATION

W6XLA—Television Productions, Inc., area of Los Angeles, Calif. —Modification of construction permit (B5-PVB-87 as modified), which authorized construction of a new experimental television relay broadcast station for extension of completion date from 2-1-44 to 3-1-44.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Benjamin Cohn, Sidonia Cohn, Meyer Lubow and Vera Lubow, 175 Fifth Ave., New York, retailers of men's suits, overcoats and other wearing apparel, are charged in a complaint issued with falsely representing that they are manufacturers of the merchandise they sell. The respondents operate 18 retail stores in various States. (5118)

Howard Clock Corporation, 1718-20 North Damen Ave., Chicago, manufacturing and selling electric clocks, is charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce. (5119)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Eveready Trading Company.—Under a stipulation entered into Grand Gaslight, Inc., 123 Fifth Ave., New York, trading as Eveready Trading Co., agrees that in connection with the sale of mirrors it will discontinue use of the words "Manufactured in U. S. A." to describe mirrors made in Japan or any other foreign country, or representing in any manner that products manufactured in whole or in part in a foreign country are made in the United States. (3789)

Hosiery Mills Co., 222 West Adams St., Chicago, engaged in the sale of hosiery, stipulated to cease and desist from use of the word "mills" in their trade name or of any other words of similar meaning so as to imply that they make the hosiery sold by them or that they own and operate or absolutely control the factory in which such merchandise is manufactured. (3790)

HQZ Laboratories, Inc., 718 Mission St., San Francisco, stipulated that it will discontinue certain misrepresentations it makes in connection with the sale of hair and scalp preparations designated HQZ Hair and Scalp Oil, HQZ Shampoo and HQZ Lustre. The stipulation also was entered into by Rufus Rhoades and Robert Davis, trading as Rufus Rhoades & Co., and Rhoades & Davis, Market at Kearney St., San Francisco, who disseminated advertisements for the preparations. (03187)

Kirkendall Boot Co., 1101 Harney St., Omaha, Nebr., and Wilbert J. Olson, 573 East 120th St., Cleveland, the former a manufacturer and the latter a distributor of riding and cowboy boots, have stipulated that they will cease and desist from using the term "hand tooled" or the word "tooled" as descriptive of the ornamentations appearing on their leather products when such ornamentation is not accomplished by hand-tooling; and from using any other word of similar meaning, the effect of which tends to convey the belief that the ornamentations or designs have been produced by hand or by the use of hand-operated tools, as distinguished from machine embossing or stamping. (3791-3792)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Charboy Products, Inc., Red Bank, N. J., has been ordered to cease and desist from disseminating false advertisements concerning Cuproloid, a medicinal preparation it sells and recommends for treating diseases and ailments of the skin. (4756)

Kay Laboratories, Inc., 150 Niagara St., Providence, R. I., and its president and treasurer, Joseph P. Kayatta, have been ordered to cease and desist from misrepresenting the therapeutic properties of a medicinal preparation designated Kaytonik which, the Commission finds, is falsely advertised by the respondents as a remedy for colds and various other ailments. (5054)

Helen Volay Cosmetics.—An order has been issued directing Helen E. Hoeck, trading as Helena Volay Cosmetics, Needles, Calif., to cease and desist from disseminating any advertisement representing that the cosmetic preparation she sells under the name Helena Volay Face Oil will significantly improve the skin or cause it to become firmer and appear more youthful, or that it is effective in the treatment, or will prevent the formation of wrinkles and sagging tissues. (4967)

FTC CLOSES CASE

The Federal Trade Commission has closed the case growing out of the complaint against the Sculler Safety Corporation, 166-122 Broad St., New York, selling and distributing marine signal equipment. The complaint alleged that the corporation had sold old and obsolete signal pistol cartridges bearing fictitious dates.

The Commission has ordered the case closed without prejudice to its rights, should future facts so warrant, to reopen the case and resume trial thereof in accordance with its regular procedure.

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 5, February 4, 1944

John Harold Ryan New NAB President

The Board of Directors of the National Association of Broadcasters, meeting at the Palmer House, Chicago, February 2, elected John Harold Ryan of Toledo, Ohio, now Assistant Director of Censorship in charge of radio, as President of the National Association of Broadcasters to serve until July 1, 1945.

Action came following a report of the Nominating Committee headed by Don S. Elias, Chairman, recommending the election of Mr. Ryan to succeed President Neville Miller at the expiration of the latter's term of office on June 30, 1944.

Upon being informed of the Board's action, President Miller agreed with the Board that the best interests of the broadcasting industry would be served by Mr. Ryan's assuming his duties at the earliest possible date, probably February 15, 1944.

Concurrent with this action the Board expressed its sincere appreciation and that of the radio industry for the loyal and untiring service rendered by Mr. Miller during the past five and one-half years as President of the Association.

To provide time for John Harold Ryan, newly elected President of the National Association of Broadcasters, to wind up his duties as Assistant Director of Censorship in charge of radio, the NAB Board today appointed C. E. Arney, Jr., Secretary Treasurer, as temporary managing director. It is reported that from 30 to 60 days may elapse before Ryan can leave his war job in Washington for his new office at NAB headquarters there.

Arney will replace Neville Miller, retiring President, on the tour of Districts now under way, accompanying Willard D. Egolf, Assistant to the President, and Lewis H. Avery, Director of the Department of Broadcast Advertising, to the middle, southwest and coast areas.

Chicago was selected as the site for the 1944 annual membership meeting which will be held on August 28, 29, 30 and 31, at the Palmer House, contingent upon Office of Defense Transportation policy. The NAB Board cancelled tentative plans for the 1944 meeting in New York City, the week of April 10, in favor of the Chicago dates.

Accepting of applications for membership closed the two-day session in Chicago. O. L. "Ted" Taylor placed in application KGNC, Amarillo, Texas; also KTSA, San Antonio; KFYO, Lubbock; and KRGV, Weslaco. Ed Craney applied with three Montana stations, KGIR, Butte; KFPA, Helena, and KRBM, Bozeman; also KFPY, Spokane, Washington, and KXL, Portland, Oregon. NAB membership now totals 555 stations, NBC and CBS, and 18 associate members, making a total of 575 in active and associate membership.

Following the Board meeting, Neville Miller issued the following statement:

"Approximately six years ago I was elected President of the National Association of Broadcasters, when it was reorganized for the purpose of solving such problems as ASCAP's monopolistic control of music, which was then of grave importance.

"By the creation of Broadcast Music, Inc., we broke ASCAP's monopoly and provided a competitive market in music at an annual saving to the industry of approximately $4,000,000.

"The NAB Code was adopted and has become firmly established.

"We exposed the viciousness of Petrillo's claims and thwarted his attempts to mulct the industry.

"We have presented the industry's case before committees of the Senate and the House of Representatives, showing the need for new legislation to preserve a free radio for America.

"In addition to our manifold services to the stations and the public, we inaugurated many major beneficial activities, such as the Department of Broadcast Advertising, and have carried on many other worthwhile projects. We have assisted the industry in its splendid cooperation with all government agencies in fighting the war. We have built up our membership to the highest level in its history.

"This is a record of accomplishment of which we may well be proud.

"Harold Ryan, the new President, has my very best wishes for a most successful administration."

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON Phone NAtional 2080

Neville Miller, *President* **C. E. Arney, Jr.**, *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

FCC PROPOSES NETWORK RECORDING RULE

The FCC announces a proposed new Section 3.409 of its Rules and Regulations which would require that every radio program broadcast *over a regional or national network* be recorded by the station at which the program originates—unless the program is itself a transcription. Under the rule the originating station would be required to retain the transcription for one year.

At the same time the Commission adopted an Order providing an opportunity for interested persons to appear before the Commission and argue orally why such a rule should or should not be adopted.

The Commission points out that in the case of newspapers, the printed word remains as an irrefutable and permanent record, whereas unless some recording is made, what was actually said, or the manner of saying it, on a radio program cannot be definitely established after it has gone out on the air.

The Communications Act of 1934—basic statute under which the FCC operates—prohibits the broadcast of any information on lotteries (Sec. 316) and the use of obscene, indecent or profane language on the air (Sec. 326). In carrying out its obligations under these sections of the Act, it frequently becomes important for the Commission to know what was said on a particular program.

Authority for the new rule is found in Section 303(j) of the Act, which authorizes the FCC to make general regulations requiring stations "to keep such records of programs, transmissions of energy communications, or signals as it may deem desirable."

The proposed rule does not require stations to record local or non-network programs since to require recording of all local programs might impose a hardship on many of the smaller stations. No similar hardship would be involved for network programs, it is felt.

Oral argument on the rule is scheduled for March 15, 1944, before the Commission. Requests for oral argument, accompanied by briefs, must be filed with the FCC by March 1.

The proposed new Section 3.409 reads:

> "3.409 *Requirements for making and preserving recordings or transcriptions of network programs*—Any program broadcast over a regional or national network shall be transcribed by means of an off-the-line recording by the station at which the program originates and the transcription shall be retained for one year. If the program itself is a transcription, no other recording need be made, but the transcription shall be retained for one year."

NAB ANNUAL MEETING

Cooperating with the Office of Defense Transportation and in recognition of the congested travel and hotel quarters prevailing, the Board of Directors of the NAB at its meeting in Chicago determined to cancel all plans for a Victory War Conference in New York in the spring.

C. E. Arney, Jr., Secretary-Treasurer, was instructed to ascertain hotel availabilities in the period between August 15 and September 15, 1944.

NEW MULTIPLE OWNERSHIP ORDER

The FCC has issued the following:

The Commission draws attention of interested broadcast licensees to the necessity of their proceeding with the diligence to carry out the provisions of Order 84-A.

To avoid hardship in any particular case where disposition of one of the stations, or compliance with the Order by other means, is not feasible prior to May 31, 1944, the Commission will consider a petition for extension of license for such period as may be necessary to complete negotiations for an orderly disposition or otherwise to comply with the terms of the Order, provided, such petition sets forth:

1. The specific facts establishing due diligence in the effort to effect a compliance with the terms of the Order and the licensee's inability to comply with the terms of the Order.
2. The determination of the licensee to proceed in good faith as expeditiously as may be to effectuate compliance with the Order.

MORE TREASURY ETs FOR SPONSORSHIP

The Treasury Department has notified NAB that it will produce three 15-minute transcribed programs and six 5-minute programs weekly for local sponsorship after the close of the 4th War Loan Drive.

The format of these programs will be in accordance with the votes of broadcast stations which were tabulated and presented to the Treasury Department by NAB for its guidance. The format will enable these same transcriptions to be played, sustaining, by the several stations which prefer to do so.

William Rainey, veteran producer, has charge of production.

WAR DEPARTMENT RECOGNIZES NAB ACTIVITY

WAR DEPARTMENT
OFFICE OF THE UNDER SECRETARY
WASHINGTON, D. C.

31 January 1944

MR. NEVILLE MILLER
National Association of Broadcasters
1760 N Street, Northwest
Washington 6, D. C.

DEAR MR. MILLER:

The assistance of the National Association of Broadcasters has greatly helped bring the War Department film, "War Department Report," to millions of war workers and helped the entire film distribution program.

In the first week after your special information bulletin was sent to the field, nearly five thousand replies, mainly from the top radio executives desirous of cooperating with the War Department, were received.

The War Department is very appreciative of the Association's cooperation in this matter.

Sincerely yours,
S/ HOWARD C. PETERSEN,
HOWARD C. PETERSEN,
Executive Assistant to Under Secretary of War.

NAB AUDIENCE MEASUREMENT BUREAU COMMITTEE MEETS

The NAB Audience Measurement Bureau Committee, appointed by Neville Miller pursuant to a resolution of the membership of the NAB conference held in Chicago

April 27-29, 1943, met in Chicago, January 7. Those present at the meeting were:

Hugh Feltis, Chairman	KFAB—Lincoln, Neb.
George Burbach	KSD—St. Louis, Mo.
J. Harold Ryan	WSPD—Toledo, Ohio
H. Russ Holt	WOLS—Florence, S. C.
Dale Taylor	WENY—Elmira, N. Y.
Paul F. Peter, Secretary	NAB Research Director

Mr. William B. Ryan, KFI—Los Angeles, was unable to attend the meeting for business reasons.

The committee held an all-day discussion of the proposal to form an NAB Measurement Bureau and prepared a report to the NAB Board. The committee report was submitted to the NAB Board at its meeting held in Chicago February 2-3.

The committee meeting closed with the understanding that its work had been accomplished, unless the NAB Board calls upon it for further study.

COMMITTEE STUDIES COLLEGE RADIO COURSES

A special committee meeting at NAB headquarters, Thursday, January 27, drew up a tentative statement of principles for college radio courses, which was presented the following day to a meeting of the Federal Radio Education Committee, Hotel Statler, Washington.

The latter recommended that the proposal made by the committee be circulated among a selected group of educators and broadcasters and that, on the basis of the judgments received, the committee present a final report for FREC consideration at its spring meeting.

The committee on training standards is headed by Kenneth G. Bartlett, director, Radio Workshop, Syracuse University. Other members are:

H. B. Summers, Blue Network
Lyman Bryson, Columbia Broadcasting System
Miller McClintock, Mutual Broadcasting System
Judith C. Waller, National Broadcasting Company
Elizabeth Goudy, U. S. Office of Education
Lloyd E. Blauch, U. S. Office of Education
Arthur Stringer, National Association of Broadcasters

EDUCATORS REQUEST MORE CHANNELS

U. S. Commissioner of Education, John W. Studebaker, in a letter to Chairman Fly of the Federal Communications Commission, requested additional radio facilities for educational use.

He specifically requested: "Ten F-M channels in addition to the five now allocated for educational use; ten relay transmission frequencies to make possible exchange of programs among educational stations; two television channels."

This matter was reported at a meeting of the FREC in Washington, January 28.

The Commissioner's letter also asked that the FCC allocate educational licenses according to state and regional plan which would insure that no section of a state would be denied educational radio service in the future. He also asked that any future additions to the education band be adjacent to the commercial band so that receiving sets designed for public use will also serve the schools and colleges.

Fifteen state departments of education have asked the U. S. Office of Education to prepare tentative plans for post-war educational F-M networks, according to the report made by William D. Boutwell, director, information and radio, U. S. Office of Education. More than 50 state universities have named staff members to follow the developments in educational F-M and recommend action by their respective institutions. At least 25 boards of education and colleges and universities have already submitted or are preparing to submit to the FCC applications for F-M licenses.

Allocation Big Problem

One of the biggest post-war problems in radio is the task of determining the minimum number of channels for each type of service requested by claiment agencies. When all of the service requirements have been reduced to a minimum number of channels, the problem of fitting them into the radio spectrum will keep the "experts" busy for some time.

Not so long ago, it was believed that there were more than enough channels for all services desiring to utilize the radio spectrum. However, it was pointed out at the recent IRE meeting, in New York City, last week, that in all probability it would be impossible to assign the maximum number of channels which have or will be requested.

TELEVISION STATIONS LISTED

Requests are frequently received by NAB for information concerning television stations now in operation, C. P.'s outstanding and pending applications for new facilities. This information was obtained from the Federal Communications Commission on January 13, 1944. Mimeograph copies of the list are available from the NAB Engineering Department upon request.

TELEVISION MEETING

Because the speed of television's development will depend upon finding solutions to program problems, American Television Society will hold a TELEVISION PROGRAMMING ROUND-TABLE, which should be one of the most constructive, thought-provocative and interesting meetings ever held on the subject.

Never before has such an imposing array of experts been available for questioning. Here is the line-up:

CLARENCE R. MENSER—Vice-president in charge of Programs, National Broadcasting Company;
PAUL KNIGHT—Program Manager of the Philco television station, Philadelphia;
THOMAS HUTCHINSON—formerly NBC producer, now Television Director of Ruthrauff & Ryan, advertising agency;
SAM CUFF—Director of Commercial Programs for DuMont Television;
LIEUT. JOHN G. T. GILMOUR—formerly Manager of General Electric's television station WRGB;
MAJOR WARREN WADE*—formerly Director of National Broadcasting Company's station WMBT;
RAY NELSON—formerly in charge of WOR television programs, now Radio Director of Charles M. Storm Co., advertising;
WILL BALTIN—Program Producer, DuMont television station W2XWV.

This meeting will be held promptly at 8:45 on the night of Thursday, February 10th, in the Terrace Room at the Capitol Hotel, at 51st Street and Eighth Avenue, New York. All interested in television are welcome, and you are invited to bring guests.

It is requested that as many questions as possible to be sent *in advance*, so these can be furnished to the speakers; mail yours to Norman D. Waters, President, American Television Society, 1140 Broadway, New York 1, N. Y.

WGAR's LIBRARY PROMOTION

WGAR's Promotion Manager, Clyde D. Vortman, is trying out a unique promotion idea with the entire Cleveland Public Library System.

The station supplies a running series of bookmarks, 2¾" x 9", each one featuring some popular CBS or local program. On one side of the bookmark is program promotion material; on the other a listing of reference material available at the library. More explicitly, the bookmark on "The Gay Nineties Review" described the show, while, on the reverse side, was printed the list of books on "The Gay Nineties", those ten famous years.

PROPOSED SALE OF WBT

Sale of the controlling interest in WBT, Charlotte, N. C., by Columbia Broadcasting System to the KFAB Broadcasting Company, Lincoln, Neb., took place last week, subject to approval by the FCC. In the transaction, 55% of the stock in WBT is acquired by the KFAB Broadcasting Company and 45% is retained by Columbia. Also, as a part of the sale, and subject to approval by the Federal Communications Commission, Columbia acquires 45% of KFAB, at Lincoln, with KFAB Broadcasting Company retaining 55% or the controlling interest in that station.

According to the parties this transaction, if approved by the Federal Communications Commission, is designed to meet three problems:

(1) Under the Federal Communications Commission's regulations a rule prohibits networks from owning facilities in any community where network competition cannot acquire competing facilities. Such was the case in Charlotte, N. C., where the Columbia Broadcasting System owned one of the three stations there.

(2) KFAB stockholders also own a second station, KFOR, in Lincoln, which they are required to dispose of under the recent dual ownership rule of the Commission. The KFAB stockholders have already applied to the Federal Communications Commission for permission to sell KFOR and also their station KOIL, in Omaha, to the Stuart Brothers of Lincoln, who will assume ownership and operation of those two stations immediately upon FCC approval.

(3) The third problem which the parties seek to solve by the transaction is that of nighttime synchronization between KFAB, Lincoln, and WBBM, Chicago, which has been in existence for many years. This synchronization was made necessary by the fact that both KFAB and WBBM operated on 780 kilocycles. It is stated that if the sale of the majority interest of WBT is approved by the Commission, KFAB will plan to move the frequency 1110 kilocycles, which was assigned to Nebraska under the Havana Treaty, while it is planned to have WBBM, Chicago, remain on 780 kilocycles, the clear channel high-power station assigned to Illinois in the same treaty.

The consideration in arriving at this contract places the valuation of WBT at approximately $500,000 greater than that of KFAB.

FCC APPROPRIATION CUT

The House of Representatives passed the Independent Offices Appropriation Bill on January 31. It cut the appropriation of the FCC by $1,654,857 under the amount suggested by the Budget Bureau.

CHAIRMAN FLY SPEAKS AT FMBI MEETING

As a matter of information to the broadcasting industry the following transcript of the speech delivered by FCC Chairman James Lawrence Fly before the FMBI meeting in New York City last week is presented in full.

Mr. President, Maj. Armstrong, ladies and gentlemen: It is certainly very encouraging to see this great gathering here today, and I think that it is about the biggest and the pleasantest group I have met since the first day of the convention at St. Louis. (Laughter.)

You all wanted something from the top, and I notice that Walter was too modest to read to you the word from the top, so I am going to take the liberty of reading it, on the chance that some of you may not have heard it.

Jan. 21, 1944.

DEAR MR. DAMM:

Please convey my good wishes to all the broadcasters who are assembled to plan the future of frequency modulation broadcasting in this country. The development of frequency modulation to the point where it affords the basis for a broader and improved broadcasting service to the people of this country represents another forward stride in the development of the highly useful art of radio. So long as our competent scientists in the radio industry are on the job, we can rest assured that this nation will continue to lead in the advance of this science which is so vital to the country and to the world at large.

It is my fervent and confident hope that the broadcasters of this country will keep step with the advancing science and will continue to lift radio broadcasting to ever higher planes of public service.

With my very best wishes to you all, I am

Very sincerely yours,
(Signed) FRANKLIN D. ROOSEVELT.

I am happy to note the President recognized the significance of the contribution made by the great scientists of this industry. I should think that we today should be remiss and should ever be regretful if we failed to pay tribute to Maj. Armstrong who has contributed so greatly to this great science.

(The audience arose and applauded.)

We broadcasters are expendable, but without the scientists of this caliber, radio would not be. We broadcasters are wont to crow about our own accomplishments, the great jobs we have done, and, of course, you all have done some great jobs. But we should never long lose sight of the inexorable fact that these great scientists are the men who are utterly inexpendable.

Frequency modulation is of age and it has come to stay. Without a doubt, it will have a place of ever-increasing importance in American broadcasting. No one of us can stop it. FM is another radio service. It may be said to be a supplementary service, or an alternative service, but, much more important, it is a higher quality radio service, to remind you again of the simple basic factors of the great lessening of interference and of the high fidelity possibilities offered by this great invention.

The great opportunities of FM represent a challenge to all of us and to the industry's planning agencies, and I would stress the importance of overall, sound, long-range planning. Much has to be done. The most readily obvious danger to FM may well be in the hurry-up schemes for mass production. The very quality that distinguishes FM can be choked off at the studio, at the studio transmitter link, in the program transmission lines, at the transmitter, and, not least of all, at the receiver. The frequency range delivered by the processes of frequency modulation can be no broader than the narrowest choke point, from the point of origin to the ear.

But planning is much more important. We have fortunately organized perhaps the most competent group of technical men who have ever been assembled in one organization to aid us all in laying the firm foundation, from an engineering point of view for this service. Of course, I refer to the Radio Technical Planning Board. I have no doubt that they will have the complete cooperation of the frequency modulation broadcasters, and I want to stress that today we have a golden opportunity. We are developing an ever-increasing efficiency in frequency modulation and in radio art generally, but instead of rushing pell-mell into production, perhaps injurious production, we have what might be called a beneficent stalemate. One of the incidental benefits that have resulted from a thing as gruesome as the war is that we have today this opportunity to get right to the bottom of this thing and to plan it in a thorough-going and orderly way for the development of a broad and efficient comprehensive public service.

We have a great opportunity at this time. While we have the time, I think we ought to avoid the opportunistic impulses for the sake of having the full development of the potentials of FM in terms of the broad, comprehensive public service upon an optimum engineering and mechanical basis.

At the Commission you will have our every encouragement in this effort. As it is set forth in the Communications Act, we have a duty to make available to all of the people of the United States an efficient, nationwide and world-wide radio service.

We, of course, to a substantial degree all of us, have related problems. There are many uses for FM other than regular broadcasting as we commonly understand it. Educational broadcasting is coming to the fore and must be given continued and increasing recognition. Point-to-point communications will take advantage of frequency modulation.

The many services, fire and police, facsimile, and the many other point-to-point and related radio services, all these and more must be provided for. I do think that the Radio Technical Planning Board, with the cooperation of all of you, will be fully equipped to meet these problems and to render great assistance to the Government on them. I need hardly reiterate that the Commission, and I am sure the Government as a whole, not only welcomes but has sought this very cooperation.

We do want to encourage in every way scientific development and a completely free enterprise, the absence of restraining influences of monopolistic controls, and generally to afford a free and healthy basis for the complete development of a nationwide industry.

That, of course, must be geared to the best opinion of the industry in terms of the soundest engineering principles, and in the light of the ultimate goal which all of us will strive for.

FM stands today on the threshold of as tremendous a development as did the AM in the 1920's—perhaps a much greater development and a faster rate of growth. Five hundred thousand receivers were placed in operation between the date of the commercialization of frequency modulation and the freeze orders. That we are going ahead is certain. What we must doubly assure ourselves is against such things as hasty manufacturing on a quantity basis perhaps of all too cheap equipment. Let us not manufacture the very transmitting and particularly receiving equipment which will destroy the great advantages of FM. Let's plan the optimum in terms of the public service made possible by this great invention.

As I said before, time has played into our hands, and I hope we can take full advantage of it.

Before taking up the specific questions which have been submitted to a number of us, I want again to stress the importance of high fidelity. To capture anything approaching the benefits of frequency modulation you must have high fidelity. Some of the broadcasters may well need something in the nature of a high colonic irrigation. (Laughter.) You don't need high fidelity to get the mentally distorting, cheap emotional droolery of soap operas. (Laughter and applause.) Or to get the odds on the seventh at Hialeah, or the continued hawking of money give-away schemes. You can put that stuff out with a baling wire, and that is what it rates.

I think the industry ought to get started today to redetermine what the standard of broadcasting service to the public is going to be, what is high fidelity, and what is it going to mean to the public in your communities.

Now let's take up some of the specific questions that seem to be worrying some of you gentlemen. I can't answer them all, but I will try a few of them.

First, is it true that FM will replace AM and that eventually all AM stations will have to switch to FM?

I found one very clear, convincing answer to this question. Mr. Eric Hoffenstatter of St. Paul, outstanding figure of the Northwest, heavily interested in the milling, lumber, and newsprint industries, who also puts out considerable plup, says, and I quote: "This is one of the most serious questions facing the radio industry today." (Laughter.)

Here is another one: What provisions have been made to cover so-called trade areas in the wide open spaces where trade areas may be so large that it would be impossible to build a tower, and so forth and so forth.

I think the simple solution there is just to plow under the rural areas and leave just enough room for the golf courses and a few concentration camps for the AM addicts. (Laughter.)

Here is another one: What is going to be done to suppress automobile ignition?

Well, I think you have to get right at the root of that trouble. I suggest that we require the automobile industry to shift to jet propulsion and set up a uniform, consistent speed of 186,000 miles per second, and radio ignition will never catch up with it . (Laughter.)

These questions are mimeographed. Didn't you all get copies of them? I don't want you to think this is a light matter at all. These are serious questions.

Here is No. 5: What has FM got that AM hasn't got? (Laughter)

Well, after all, if that is the way you feel about it—— (Laughter)

Oh, here is a good one: Why should I scrap my present AM investment and start all over with FM when I am making good profits now?

Well, now, doctors advise complete relaxation, and I just wouldn't get excited about it. I would just sit tight and let someone else wreck the business you have on your hands. (Laughter and applause)

Here is a good one: Why should I join FMBI, and what can I get out of it? And there is a mimeographed note by the side of it, "To be answered by Damm." (Laughter) I guess he sure better answer it.

Here is one more: I am only a small operator in a small town. Why should I pay the same dues to FMBI as a large operator?"

That says "To be answered by Damm." I thought some city slicker would have to answer that one. (Laughter)

They have everything except Petrillo in here. (Laughter)

No. 10: Do I have to have an ASCAP license?

Well, I just arbitrarily assign the discussion of that to Deems Taylor.

No. 11: Can I use phonograph records on FM?

Well, not the ones you have been using for the last 11 years. (Laughter)

No. 12, and this is a honey: Can I get a construction permit for an FM station and wait until I am forced by competition in my town to begin construction?

Why, sure, sure. (Laughter) We will give you a paper, giving you the same sort of protection that the corner drug store gets from the Government, assuring it against the entrance of a competitor in his vicinity.

Here is No. 13: Why didn't the Commission let well enough alone and simply keep on licensing AM stations?

What well enough? (Laughter) Well, I had better assign that question, seriously, to Maj. Armstrong.

Here is No. 14: What will happen to present AM stations if we get thousands of FM stations on the air?

Well, I worried quite a bit about that. I think I have the solution, though. You turn the antennae into lightening rods and turn the studios over to the Tuesday afternoon sewing circle.

No. 15: Am I cutting my own throat by building an FM station and letting my AM listeners get used to FM?

Yes, that is right (laughter), but why go to the trouble of building? Just cut your own throat anyway. That would probably be cheaper. (Laughter)

I don't want to take too much of your time. I have the answers to all of these, though, if you come around.

Here is just one. I think we ought to give attention to this for some of the people from the mountains. No. 29: How can so-called dead spots on the side of hills removed from the transmitter location be taken care of?

I think the thing to do is to get out some bulldozers and take down the hill.

That just illustrates to you what a little ingenuity can do in this business. (Laughter) And in that regard I do hope that we will all get together on this tremendous task we have and stick together.

Good luck!

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, February 7. It is subject to change.

Wednesday, February 9

WNBZ—Upstate Broadcasting Corp., Saranac Lake, New York.—Renewal of license, **1320 kc.**, 100 watts, daytime.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WKAQ—Radio Corp. of Porto Rico, San Juan, P. R.—Granted modification (B-MP-1736) of construction permit for extension of completion date to 7-26-44.

WKAQ—Radio Corp. of Porto Rico, San Juan, P. R.—Granted modification of construction permit (B-MP-1737) for move of auxiliary transmitter authorizing extension of completion date to 7-26-44.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Granted license (B1-L-1793) to cover construction permit authorizing change in frequency to **1450 kc.** and hours of operation to unlimited time. Also granted authority to determine operating power by direct measurement (B1-Z-1576). The license is granted upon condition that licensee shall install a new antenna and ground system to comply with the Standards of Good Engineering Practice whenever materials become available without need for priority assistance.

KVAK—S. H. Patterson, Atchison, Kans.—Granted license (B4-L-1792) to cover construction permit which authorized increase in power from 100 to 250 watts, and changes in transmitting equipment. Also granted authority to determine operating power by direct measurement (B4-Z-1575).

WJZ—Blue Network Company, Inc., New York City.—Granted license (B1-L-1794) to cover construction permit which authorized move of main transmitter from #1 River Road, Bound Brook, N. J., to Lodi, N. J. Also granted authority to determine operating power by direct measurement of antenna power (B1-Z-1578).

KFQD—William J. Wagner, tr/as Alaska Broadcasting Co., Anchorage, Alaska.—Granted license (B-L-1787) to cover construction permit which authorized installation of new transmitter and increase in power from 250 watts to 1 KW. Also granted authority to determine operating power by direct measurement of antenna power. The license is granted subject to condition that licensee will take steps to comply fully with the Rules, Regulations and Standards of the Commission when materials and personnel become available or when required by the Commission to do so, and subject to condition that licensee shall satisfy legitimate complaints of blanketing.

WEMV—The WGAR Broadcasting Co., Portable-Mobile, area of Cleveland, Ohio.—Granted license to cover construction permit for relay broadcast station authorizing changes in equipment, frequencies, and type of emission to special for FM (B2-LRE-429).

WNBQ—National Broadcasting Co., Inc., Portable-Mobile (area of Chicago, Ill.)—Granted license (B4-LRY-295) to cover construction permit for a new relay broadcast station to be used with applicant's standard station WMAQ; frequencies: **1606, 2074, 2102** and **2758;** 25 watts.

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Granted motion for 30-day continuance of hearing now scheduled for February 3, 1944, on application of WGPC for construction permit to move transmitter and studio to West Point, Ga., and application of L. J. Duncan, et al., d/b as Valley Broadcasting Co., for a new station at West Point, Ga. Hearing continued to March 7, 1944.

KFQD—William J. Wagner, d/b as Alaska Broadcasting Co., Anchorage, Alaska.—Granted license to use old 250-watt composite transmitter as an auxiliary transmitter (B-L-1788).

WLBZ—Thompson L. Guernsey (Transferor), Eastland Broadcasting Co. (Transferee), Maine Broadcasting Co., Inc., Bangor, Maine.—Granted involuntary transfer of control of Maine Broadcasting Co., Inc., licensee of station WLBZ, from Thompson L. Guernsey to Eastland Broadcasting Co., for a consideration of $150,000 for 439 shares of capital stock (B1-TC-308).

LICENSE RENEWALS

KEJN—Puget Sound Broadcasting Co., Inc., area of Tacoma, Wash.—Granted renewal of relay broadcast station license for the period ending December 1, 1945.

WEIQ—WMCA, Inc., area of New York City.—Granted renewal of relay broadcast station license for the period ending December 1, 1945.

KGBK—Helen Townsley, area of Great Bend, Kans.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal for the period ending April 1, 1944.

WRET—Ralph A. Horton, area of Ft. Lauderdale, Fla.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal for the period ending April 1, 1944.

WMWA—WOKO, Inc., area of Albany, N. Y.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal for the period ending April 1, 1944.

WEKF—Paducah Broadcasting Co., Inc., area of Paducah, Ky.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal for the period ending April 1, 1944.

WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. C.—Present license for relay broadcast station further extended upon a temporary basis only, pending receipt and determination upon application for construction permit, for the period ending March 1, 1944.

WJR—WJR, The Goodwill Station, Detroit, Mich.—Granted renewal of license for the regular period, for the main and auxiliary transmitters.

WABC—Columbia Broadcasting System, Inc., New York City.—Granted renewal of license for the regular period, for the main and auxiliary transmitters.

KFAB—KFAB Broadcasting Co., Lincoln, Neb.—Granted extension of special service authorization to operate synchronously with station WBBM from sunset at Lincoln, Neb., to 12 midnight, for the period ending May 31.

WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Granted extension of special service authorization to operate synchronously with station KFAB from sunset at Lincoln, Neb., to 12 midnight, for the period ending May 31.

WFAA—A. H. Bello Corp., Dallas, Texas.—The Commission reconsidered its action of January 18 in granting renewal of license for the period ending November 1, 1946, set aside the grant, and in lieu thereof extended the license of station WFAA to midnight, May 31.

The Commission has extended to midnight May 31, 1944, the licenses of the following stations:

WEEU, Reading, Pa.; WILM, Wilmington, Del.; KIEV, Glendale, Calif.; WBAP, Fort Worth, Texas; WAIT, Chicago; WLW, Cincinnati, Ohio; KFI and auxiliary, Los Angeles; KFAB, Lincoln, Neb.; WBBM, Chicago.

MISCELLANEOUS

KFQD—William J. Wagner, tr/as Alaska Broadcasting Co., Anchorage, Alaska.—Granted license (B-L-1787) to cover construction permit which authorized installation of new transmitter and increase in power from 250 watts to 1 KW.

In re: Orders 79 and 79-A.—Granted motion of Newspaper-Radio Committee for extension of time within which to file a statement with respect to Exhibits Nos. 3, 17, 17-A and 408-422, and ordered time extended to February 8, 1944.

APPLICATIONS FILED AT FCC

940 Kilocycles

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Ga.—Acquisition of control by George P. Rankin, Jr., through sale of 279 shares of common stock by E. K. Cargill to licensee corporation to be held as treasury stock.

1230 Kilocycles

WRBL—The Columbus Broadcasting Co., Inc., Columbus, Ga.—Construction permit to install a synchronous amplifier near Ft. Benning, Ga. Amended: re changes in antenna system.

1240 Kilocycles

KFOR—Cornbelt Broadcasting Corp., Lincoln, Nebr.—Transfer of control of licensee corporation from Sidles Company, State Journal Printing Co., and Star Printing Co., to Charles T. Stuart and James Stuart.

WJMC—Walter H. McGenty, Rice Lake, Wisc.—Voluntary assignment of license to Walter C. Bridges.

1280 Kilocycles

WDSU—WDSU, Inc., New Orleans, La.—License to use presently licensed W. E. 96021 transmitter as an auxiliary transmitter with power of 1 KW.

1290 Kilocycles

KOIL—Central States Broadcasting Co., Omaha, Nebr.—Transfer of control of licensee corporation from Sidles Company, State Journal Printing Co., and Star Printing Co., to Charles T. Stuart and James Stuart.

FM APPLICATION

NEW—J. E. Rodman, Fresno, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44100 kc.** with coverage of 24,752 square miles.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

W. S. Roberts, Elverta, Calif., who prior to June 1943 traded as Health Brands and had his place of business at 455 West 45th St., New York, is charged in a complaint with disseminating false advertisements concerning certain cosmetic, medicinal and food-flavoring preparations sold by him. (5122)

Rockwell Woolen Company—Violation of the Wool Products Labeling Act is alleged in a complaint against Rockwell Woolen Co., Leominster, Mass., engaged in the manufacture and sale of woolen products including yarns used by purchasers in making sweaters and other garments. (5121)

Roofer Mfg. Assn., Inc., et al.—A complaint directed against the practice of misgrading and misbranding soft wood lumber products has been issued against the Roofer Manufacturers Association, Inc., Cuthbert, Ga., and the New Jersey Lumbermen's Association, Inc., an organization of dealers in lumber and building materials with headquarters in Newark, N. J. The complaint also names as respondents the officers and members of the two associations and certain independent lumber dealers located in the States of New York and New Jersey. (5124)

Staffin-Johns Company—Misrepresentation of the properties and price of mattresses and bedding is alleged in a complaint issued against Max I. Staffin, Milton J. Spitzer and David Staffin, copartners trading as The Staffin Johns Co., 1308 North Halsted St., Chicago, and Cum-A-Part Mattress Co., Inc., 499 Sackman St., Brooklyn, and its officers and directors, Louis Staffin, Harry Staffin, Minnie Staffin and Abraham Staffin. (5120)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Central Soya Co., Inc., trading as McMillen Feed Mills, Ft. Wayne, Ind., stipulated that it will cease and desist from representing that the dry dog food preparation it sells under the name "Dogburger" contains meat. (03189)

Kilpatrick Bakeries (3795), 2030 Folsom St., San Francisco, and Basil T. Williams and Mary Ellen Williams, trading as Williams' Bakery (3796), Eugene, Oregon, have entered into separate stipulations to cease and desist from certain misrepresentations in connection with the sale of Roman Meal Bread. The stipulations also were entered into by Emil Reinhardt, trading as Emil Reinhardt Advertising Agency, 1736 Franklin St., Oakland, Calif., who prepared and placed advertising matter for Roman Meal Bread. (3795-3796)

Mitchellace, Inc., Portsmouth, Ohio, engaged in the manufacture and sale of shoelaces, tape and braid, entered into a stipulation to discontinue advertising, labeling, invoicing, or selling any product composed in whole or in part of rayon without clearly disclosing such fact by use of the word "rayon." (3793)

Radiator Seal Co., 120 Stutsman St., Council Bluffs, Iowa, has entered into a stipulation to cease and desist from representing that the sealing compound he sells welds motors, leaks or radiators, or repairs the same by means of welding, or causes the union, consolidation or fusion of metals as in the case of a welding process. (3794)

Sugar Beet Products Co., Saginaw, Mich., engaged in the manufacture and sale of a powdered soap called Formula SBS-11, stipulated that it will cease and desist from representing that the product is effective in the prevention of or as a treatment for skin irritations, dermatitis, chapping or soreness; that it will remove all bacteria from the skin or can be depended upon to prevent infections or to act as an antiseptic under the conditions of use; or that all commercial liquid soaps contain alcohol. (3797)

Wissahickon Plush Mills, Inc., 3727 Main St., Philadelphia, entered into a stipulation to cease and desist from representing, by the use of so-called guarantee certificates, or in any other manner, that its Wissahickon mohair upholstery fabrics are mothproof for five years or any other period of time unless they have been so treated as to be rendered mothproof for the period of time indicated. (3800)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Brooks Appliance Co., Marshall, Mich., and its officers, Harold C. Brooks and Craig W. Brooks, have been ordered to cease and desist from disseminating any advertisement which represents that the trusses they sell under the names Brooks Rupture Appliance and Brooks Automatic Air Cushion constitute a competent remedy or cure for hernia. The respondents have branch offices at 500 5th Ave., New York, and 5 North Wabash Ave., Chicago. (5072)

Rodin Novelty Co., 814 Pierce St., Sioux City, Iowa, has been ordered to cease and desist from the use of lottery methods in the sale of merchandise, including cigarette lighters, ash trays, luggage, clocks and novelties. (5082)

Von Drug Company—Dissemination of false advertisements concerning the therapeutic properties of Von's Pink Tablets, recommended as a remedy for stomach ulcers, is prohibited under an order against George Von Nieda, Sadie Von Neida and Florence Beebe, copartners trading as Von Drug Co., Miami, Fla. The copartners have the tablets manufactured under their formula and distribute them through sales agents who also are named in the order as respondents. (4704)

January Index

Page

BROADCAST ADVERTISING
- Avery Speaks at National Men's Wear Ass'n Convention 17
- Avery Speaks at NRDGA Annual Convention 8
- P. I. Deal-Pitluk Advertising Co. 11
- Retail Promotion Plan Results 16
- Sales Managers Meetings 1–16

DEFENSE
- Fourth War Loan 11
- Paper Rationing Affects You 11
- Voluntary Censorship Tightened 24

ENGINEERING
- FM Broadcasters Meet 25
- RTPB Panel #4 Meeting 2
- Two NAB Staff Directors Address IRE Convention 26

Page

FEDERAL COMMUNICATION COMMISSION
- Appropriations 24
- Identification Break Waived 25
- Inspection of Records, Order #118 18
- Jett Nominated to Commission 7
- Newspaper Case Closed 7
- Policy on C. P.'s Clarified 23
- Transfer of Control Regulation 12

GENERAL
- Broadcast Pleas Reduce Army Depot Absenteeism 4
- College Degrees in "Radio Journalism" Seen by NAB Radio News Committee 26
- Identification Break Waived 25
- Imported U. S. Radios and Domestic Production Maintain Listening in Britain 19
- Information Wanted on "Rape of Radio" Book Cover 19
- National Ass'n of Evangelicals Questionnaire 11
- National Thrift Week 11
- Trammell Extols Radio and Press 4

GOVERNMENT
- FTC Report on Radio 12
- Policy on C. P.'s Clarified 23
- Voluntary Censorship Tightened 24

LABOR
- Commission Employees—New Policy 2
- Wage and Hour (Talent Fees) 15

LEGISLATIVE
- NAB Revises Legislative Recommendations 24

NATIONAL ASSOCIATION OF BROADCASTERS
- Avery's Talk Before NRDGA Convention 8
- Board Meeting—February 2-3 15
- Convention Site and Program Committee Meet 9
- District Engineering Committee 10
- District Meetings Schedule 1–7–15–25
- Finance Committee Meet—January 10 9
- News Sub-Committee Meets 18
- Program Managers Executive Committee Meet 10
- Public Relations Meetings 1–25
- Radio News Committee 26
- Revised Legislative Recommendations 24
- Sales Managers Meetings 1

PROMOTION
- Bond Booths on Docks 11
- Stations Ask for War Bond ET's 19
- Stations Favor Continuance Bond Campaign 18

PUBLIC RELATIONS
- Egolf Addresses Radio Council of Greater Cleveland 26
- Meetings 1–25
- Radio Councils Activities 19–26

RESEARCH
- Radio Families—January 1, 1944 17

TUBES
- Views on Production Differ 2

NAB SPECIAL REPORTS

THE BEAM VOL. 2, #1

LEGISLATIVE BULLETIN VOL. 12, #1

SWAP BULLETIN #46

NAB LIBRARY

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 6, February 11, 1944

JOHN E. FETZER AGAIN HEADS EIGHTH DISTRICT

John E. Fetzer, WKZO, Kalamazoo, Michigan, Tuesday (Feb. 1) was re-elected Director of the Eighth NAB District by acclamation, the vote being made unanimous by the broadcasters of Michigan and Indiana, when Fetzer was presented as the sole nominee by the nominating committee at the Indianapolis meeting.

The one day meeting featured a report by Neville Miller on new legislation, ASCAP and Petrillo, followed by a discussion of post-war broadcast problems which included a review of the FMBI meeting in New York City the preceding week.

Willard D. Egolf covered NAB public relations activities and presented, item by item, the subjects covered in a proposed inspirational book on public relations for the broadcasting industry. The book has been in preparation by the public relations committee and a special sub-committee for several months. First hand comments and suggestions are wanted from the broadcasters.

Lew Avery reported favorable nation-wide reaction to the Retail Promotion Committee Plan, especially in the retail trade association field, and summarized the activities to date. Action of the Sales Managers' Executive Committee on the subjects of the continuing annual discount, new promotions similar to the recent Retail Promotion Committee Plan, post-war planning, resolutions against spot announcements advertising two unrelated products and granting staggered interchange of products in participating programs were discussed.

Carl Haverlin, BMI, discussed in detail the implications of ASCAP and Petrillo activities, past and future.

Major Les Lindow, Bureau of Public Relations, War Department, urged broadcasters to help counteract over-optimism regarding the war.

The meeting also heard A. H. Llewelyn and Lavinia Schwartz, representing OWI from Cleveland and Chicago respectively, and K. A. Jadassohn from the Treasury Department.

Added remarks were made by Frank Chizzini, NBC Thesaurus; Milton Blink, Standard Radio; Leonard Callahan, SESAC.

The meeting ended with the showing of three sound films: "On the Air!" Westinghouse, Inc., history of radio; followed by two General Electric features on FM and Television.

Total registration included: Robert L. Mackin, WHLS; Harmon L. Stevens, WHLS; A. Josephsen, RCA; John Carl Jeffrey, WKMO; R. R. Baker, WTRC; Manuel Rosenberg, *The Advertiser;* R. E. Bausman, WISH; Burt Squire, SESAC; Robert Pace, WDAN; Eldon Campbell, WOWO; Bert Julian, WIBC; O. J. Kelchner, WIBC; Wade Barnes, NBC Thesaurus; Steve Conley, WOWO-WGL; Felix D. Adams, Jr., WISH; George M. Jackson, WBOW; Dan E. Jayne, WELL; Bruce McConnell, WISH; Owen F. Uridge, WJR.

JOHN J. GILLIN RE-ELECTED TENTH DISTRICT DIRECTOR

John J. Gillin, Jr., Pres. WOW, Omaha, was re-elected Director of the Tenth NAB District in Omaha, Nebraska, by the unanimous vote of the broadcasters of Missouri, Iowa and Nebraska attending the two-day session in Omaha, February 4-5.

Military, OWI and Treasury Department officials, including Major General Clarence H. Danielson, Commandant of the Seventh Service Command, headlined a program which was devoted in large part to the role of broadcasting in the prosecution of the war.

C. E. Arney, Jr., Secretary-Treasurer and temporary Managing Director of NAB, covered the legislative situation, selective service, manpower, war and post-war problems, NAB committees and their work and other matters of current concern, calling upon Carl Haverlin, BMI, for remarks on ASCAP and Petrillo, also Frank Chizzini, NBC Thesaurus, Chicago, who reported on the recording situation.

NAB committee members and chairmen residing within the Tenth District were introduced by Director Gillin and discussed the NAB Code, programming, research, sales and public relations.

The sales managers held special sessions which are reported under separate heading later in this story.

Willard D. Egolf, NAB Assistant to the President, and Merle Jones, KMOX, Tenth District Public Relations Chairman, conducted a panel on public relations in which Hugh Feltis, "Chet" Thomas and Ed Breen acted as experts in analyzing the subjects contained in the proposed manual of public relations for the broadcasting industry.

On Saturday the broadcasters attended a special luncheon at the Chamber of Commerce to hear Idaho's Governor Bottolfsen, who later appeared in the broadcast, "Your America," network show originating through WOW to NBC under the sponsorship of the Union Pacific Railroad, where station men also formed a part of the large studio audience.

Saturday afternoon special showings of the Westinghouse sound film, "On the Air!" and the two General Electric films, on FM and Television, drew a large number of the registrants.

Resolutions adopted at the meeting are reproduced in full, herewith:

Resolutions Adopted at the NAB Tenth District Meeting in Omaha, Nebraska,

February 4-5, 1944

WHEREAS the House Ways and Means Committee approved the Cannon-Mills Bill February 4, 1943, providing for the payment of War Bond advertising,

(Continued on page 40)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON Phone NAtional 2080

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

RESOLUTIONS ADOPTED AT THE NAB TENTH DISTRICT MEETING IN OMAHA, NEBRASKA, FEBRUARY 4-5, 1944.

(Continued from page 39)

Be It Resolved, That the broadcasters of the Tenth District of NAB are opposed to said bill and suggest to the Legislative Committee of NAB that they consider advising the proper legislative committee in Congress of this action.

* * * *

Be It Resolved, That the Tenth District of NAB wishes to express its sincere and deep appreciation to Neville Miller for the faithful and effective service he has rendered the entire broadcasting industry through the critical period in our development during the past five and one-half years.

At the same time, we wish to assure the new President, J. Harold Ryan, of our complete confidence in his ability to meet the challenges of the future and to pledge him our heartiest cooperation and support.

* * * *

Whereas the broadcasters of the Tenth District of NAB are vitally interested in the developments of the current recording problem,

Be It Resolved, That they commend and support the viewpoint of RCA, Columbia and NBC Thesaurus in this controversy.

* * * *

Whereas the Omaha radio stations, WOW, KOIL, KFAB, KBON, KOWH, have again served as very gracious hosts to the broadcasters of the Tenth District of NAB.

Be It Resolved, That we extend to them our sincere appreciation of their hospitality and especially commend Director Gillin for arranging such an interesting and constructive agenda.

* * * *

Whereas the pioneering spirit of the Union Pacific Railroad has again made itself evident in the use of radio as a major medium of advertising in scheduling its network program, "YOUR AMERICA," over forty-five NBC stations,

Be It Resolved, That the broadcasters of the Tenth District of NAB hereby commend Mr. Jeffers and his organization for their keen judgment and foresight and pledge him the support of all stations in this District. We further wish to thank Mr. Jeffers for his personal invitation to attend the broadcast of "YOUR AMERICA."

* * * *

Whereas the broadcasters of the Tenth District of NAB, in common with all broadcasters in the nation, are vitally interested in the prosecution of the war and in cooperating with all branches of the armed services,

Be It Resolved, That an expression of gratitude be extended to Major General Danielson, Commandant of the Seventh Service Command, for his appearance before, and inspiring remarks to, the annual meeting of the Tenth District at Omaha, Nebraska.

TENTH DISTRICT SALES MANAGERS HEAR "WHAT RADIO BUYERS WANT TO KNOW"

More than twenty-five sales managers, including Dietrich Dirks of KTRI, Chairman of the Sales Managers Executive Committee, attended the Friday morning and Saturday breakfast sessions, presided over by Hale Bondurant of WHO, District Chairman of the Sales Managers Committee. Following a review of the "Suggested Topics for Sales Managers Meetings" by Lewis H. Avery, NAB Director of Broadcast Advertising, the group listened to a talk on "What Radio Buyers Want to Know," by J. W. Knodel, Vice President and Sales Manager of Free & Peters, Inc., national radio station representatives.

"Give advertising agencies and advertisers the facts—and all the facts—about the announcements or programs you are offering," Knodel urged in outlining the information available to the space buyer of newspaper advertising as contrasted with that available to the time buyer of broadcast advertising.

"Too often," Knodel declared, "the time buyer, who has asked for announcement or program availabilities, finds the names of adjacent programs a mere collection of meaningless titles." To overcome this difficulty, Knodel counseled sales managers to incorporate with availabilities a brief description of the programs with such salient facts as will help to establish the popularity of the programs with the listening audience.

Urging a standardization of basic coverage data for all radio stations, Knodel stated that advertising agencies and advertisers throughout the Midwest prefer coverage maps based on a combination of mail response and the one-half-millivolt-per-meter contour line. Emphasizing the need for such standardized data, he pointed to the uniformity of circulation data in the magazine and newspaper fields.

At the conclusion of the Friday morning meeting, the following resolutions were introduced and passed unanimously. The resolution urging the preparation of a public relations and sales promotion presentation was also referred to the general membership of the Tenth District at the Saturday morning meeting and, after a slight alteration, passed unanimously.

The following resolution is addressed to the National Retail Dry Goods Association:

The sales managers of the NAB member stations in the Tenth District, embracing the States of Iowa, Missouri, and Nebraska, assembled in meeting at Omaha, Nebraska, on February 4, 1944, expressed unanimously their deep appreciation for the wholehearted cooperation of the Sales Promotion Division of the National Retail Dry Goods Association in the preparation and presentation of the Retail Promotion Plan, "Air Force and the Retailer," and resolved unanimously to cooperate in every manner and way possible with the Sales Promotion Clinic to be held in Cincinnati, Ohio, on April 4, 5, and 6, 1944, and to cooperate in like manner with any Sales Promotion Clinics or Schools that may be presented in other cities after the Convention in Cincinnati.

The next resolution, passed by both the sales managers and the general membership, is addressed to the NAB Board of Directors:

The sales managers of the NAB member stations in the Tenth District, assembled in meeting at Omaha, Nebraska, on February 4, 1944, passed unanimously the following resolution, which is identical in purpose to that adopted unanimously by the Sales Managers Executive Committee at its meeting in New York on January 18 and 19, 1944:

"Whereas the Sales Managers of the Tenth District recognize the desirability of a public relations effort on the part of the radio industry, as evidenced by requests from stations throughout the country following the showing of 'Air Force and the Retailer,' and

"WHEREAS the subject is of larger scope than falls strictly within the function of the Sales Managers Executive Committee, now, therefore, be it

"RESOLVED that the Sales Managers of the Tenth District suggest to the Board of Directors of the NAB that a committee, consisting of members of both the Sales Managers Executive Committee and the Public Relations Committee, be appointed to investigate the possibility of making a suitable visual presentation that could be used by radio stations before schools, civic organizations, trade groups, and for general consumer showings."

The last resolution of the sales managers is self-explanatory in purpose:

Recognizing the serious dangers inherent in the continued use of "hitch-hike" and "cow-catcher" announcements, annoyance and confusion to the listener, and failure of such service to provide adequate advertising, the sales managers of the NAB member stations in the Tenth District, assembled in meeting at Omaha, Nebraska, on February 4, 1944, therefore,

RESOLVED that the use of so-called "hitch-hike" and "cow-catcher" announcements on network, national spot, and local programs should be discontinued as soon as possible and, to that end, respectfully petitions the NAB Board of Directors, the networks, radio station representatives, and NAB member stations to implement this resolution at the earliest possible moment.

Realizing that certain practices in connection with station-break announcements create an equally undesirable situation to that presented by the use of "hitch-hike" and "cow-catcher" announcements, the sales managers of the Tenth District, therefore,

RESOLVED that as a corrolary to the elimination if "hitch-hike" and "cow-catcher" announcements, NAB member stations should adopt the following Columbia Affiliates Advisory Board plan or a similar policy for the scheduling and use of station-break announcements:

(a) to limit station-break announcements to service and other announcements for products or services which do not compete with products advertised on the preceding or following network program,

(b) to provide an adequate interval following the sign-off of the preceding network commercial program and also before the opening of the following network commercial program, and that such adequate interval be a minimum of between two and three seconds, and

(c) to limit commercial station-break announcements between network commercial programs to one announcement of one product.*

* This does not, of course, preclude "program promotion" for following programs where the addition of such references does not overcrowd the station break as per item (b).

REGISTRATION TENTH NAB DISTRICT
FEBRUARY 4-5, 1944

Paul R. Fry, KBON; Mrs. G. B. McDermott and G. B. McDermott, KBUR; K. S. Gordon, KDTH; W. P. Dietz, W. O. Edholm, Hugh Feltis, Had Hughes, Harold E. Roll, R. L. Stufflebam, and C. Earl Williams, KFAB-KFOR-KOIL; Mrs. Elsie M. Lawrence and Lois Crawford, KFGQ; Earl N. Peak, KFJB; Frank Stubbs, KFNF; Foster H. Brown, KFRU; L. L. Hilliard and Mrs. L. L. Hilliard, KGKY; F. C. Eighmey, Nancy Halson and Herbert R. Ohrt, KGLO; Wayne W. Cribb, WHMO; A. W. Ramsey, J. C. Rapp and R. J. Schroeder, KMA; Arthur Church and Karl Koerper, KMBC; John Harrison, Wich Heath, Bill Martin and Rex H. Lathen, KMMJ; Wendell B. Campbell and Merle S. Jones, KMOX; John Alexander and Joe di Natale, KODY; B. C. Corrigan, KOWH; Morgan Sexton, KROS; E. T. Flaherty and Elizabeth Sammons, KSCJ.

Edward W. Hamlin, KSD; Craig Lawrence, William L. Flanagan and Edmund Linehan, KSO-KRNT; Dietrich Dirks, KTRI; Edward Breen, KVFD; Jack DuMond, KXEL; C. L. Thomas, KXOK; Ted Enns and Charles E. Logan, Iowa Broadcasting Company; Rod Holmgren and Jerry A. Deane, OWI; F. C. Gosler and A. Josephsen, RCA; Leonard D. Callahan, SESAC; A. E. Joseclyn, WCCO; John T. Schilling, WHB; Hale Bondurant, Harold Fair, Harold Fulton, J. O. Maland and Woody Woods, WHO; Art Thomas, WJAG; Bill Quarton, WMT; L. O. Fitzgibbons and Buryl Lottridge, WOC; John J. Gillin, Jr., Harry Burke, Lyle De Moss, M. M. Meyers, Soren Munkhof, Ray Olson and Bill Wiseman, WOW; Carl Haverlin, BMI; A. W. Kaney, NBC; Wade Barnes and Frank E. Chizzini, NBC Thesaurus Transcriptions.

C. E. Arney, Jr., Lewis Avery and Willard Egolf, NAB; K. A. Jadassohn, War Finance Division; J. W. Knodel, Free and Peters, Inc.; George A. Kercher, Edward Petry & Co.; Howard Lane, CBS; Alex Sherwood, Standard Radio; Al Stine, Press Association; Lt. Comdr. Roger Q. White, U. S. Navy; and Lt. M. C. Miller, Public Relations.

ED YOCUM RE-ELECTED DIRECTOR OF FOURTEENTH DISTRICT

Ed Yocum, KGHL, Billings, Montana, was reelected Director of the Fourteenth District by unanimous ballot at a meeting in Denver on February 7-8. Resolutions were passed strongly condemning the Bankhead Bill and urging greater and more intelligent use of BMI material.

JETT'S NOMINATION FAVORABLY REPORTED

The Senate Committee on Interstate Commerce on Wednesday held an open hearing in connection with the appointment of J. K. Jett as a member of the FCC to succeed George Henry Payne for a period of seven years, beginning July 1. Only two votes in the Committee were cast against Mr. Jett.

The Committee ordered a favorable report to the Senate and probably by the time this copy of the REPORTS reaches its readers, Mr. Jett will have been confirmed as a member of the FCC.

NAVY DEPARTMENT COMPLIMENTS NAB

NAVY DEPARTMENT
WASHINGTON

Industrial Incentive Division
2118 Massachusetts Avenue, N. W.

February 2, 1944.

Mr. Neville Miller, President,
National Association of Broadcasters,
1760 N Street, N. W.
Washington, D. C.

DEAR MR. MILLER:

It is my pleasure to express to you and your associates, my personal thanks, and the appreciation of this Division, for the interest shown by your organization in the WARCAST service, a project initiated by the Incentive Division.

The assistance of Mr. Arney and Mr. Stringer deserves particular recognition. Through their help and the excellent facilities of your organization, we have been enabled to extend the WARCASTS to many additional radio stations and plants.

The fine spirit of cooperation demonstrated by your organization has been very helpful to the work of the Incentive Division. It is our hope that this pleasant relationship will be continued.

Sincerely yours,
S/ C. H. WOODWARD
C. H. WOODWARD,
Rear Admiral, USN,
Chief, Incentive Division.

914 STATIONS

Since the first of the year, the FCC has granted two new construction permits which appear under the February 1 count of stations in the following table:

	1943											1944	
	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1
Operating	910	910	911	911	911	911	911	911	911	911	910	910	910
Construction	6	5	2	2	1	1	2	2	2	2	2	2	4
	916	915	913	913	912	912	913	913	913	913	912	912	914

KANSAS CITY GOES IN FOR KID SHOWS

Three thousand questionnaires have recently been released by the Children's Program Committee of the Radio Council of Greater Kansas City. The questionnaires list the names of 31 children and youth shows heard over local stations. Criteria for children's programs are noted, as follows:

> "Radio programs for children should:
>
> 1. Be entertaining.
> 2. Be dramatic with reasonable suspense.
> 3. Be of high artistic quality and integrity.
> 4. Be expressed in correct English and diction (character parts excepted).
> 5. Appeal to the child's sense of humor.
> 6. Be within the scope of the child's imagination.
> 7. Stress human relations for cooperative living.
> 8. Stress intercultural understanding and appreciation."

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

No hearings are scheduled before the Commission in broadcast cases during the week beginning Monday, February 14.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WHAT—Philadelphia Record Co. (transferor), William A. Banks (transferee), Independence Broadcasting Co., Inc. (licensee), Philadelphia, Pa.—Granted consent to voluntary transfer of control of Independence Broadcasting Co., Inc., licensee of Station WHAT, from Philadelphia Record Company to William A. Banks, by transfer of 100 per cent of issued and outstanding capital stock for a consideration of $22,500 (B2-TC-351).

Sacandaga Broadcasting Corp., Gloversville, N. Y.—Granted construction permit for new standard broadcast station at Gloversville, N. Y., to operate on **1340 kc.**, 250 KW power, unlimited time (B1-P-3404).

WRBL—The Columbus Broadcasting Co., Inc., Columbus, Ga.—Granted construction permit to install synchronous amplifier near Ft. Benning, Ga., to be operated on **1230 kc.**, 250 KW, unlimited time, synchronous with WRBL (B3-P-3562).

MISCELLANEOUS

WSAY—Brown Radio Service and Laboratory (Gordon F. Brown, Owner), Rochester, N. Y.—Granted modification of construction permit as modified, authorizing change in frequency, power, etc., for extension of completion date to 8-1-44 (B1-MP-1732).

WJZ—Blue Network Company, Inc., New York City.—Granted license (B1-L-1795) to cover construction permit which authorized move of auxiliary transmitter, installation of new transmitter and antenna, and change in power from 25 to 10 KW. Also granted authority to determine operating power by direct measurement of antenna power (B1-Z-1579).

WLOK—The Fort Industry Co., Lima, Ohio—Granted authority to determine operating power by direct measurement (B2-Z-1577).

The Commission on February 8 granted an application for a permit for the construction of a new 250 watt local channel station at Gloversville, N. Y., and also granted an application for a permit for the construction of a synchronous amplifier near Ft. Benning, Ga., to be operated in conjunction with Station WRBL, Columbus, Ga. These grants were made under Commission policy as stated in its Public Notice of August 11, 1943, and prior statements of policy. However, the Commission made the grants subject to procedural requirements announced in its Public Notice of January 26, 1944, which provides, among other matters, for issuance of conditional grants pending submission of evidence in writing from the War Production Board that any authorization of that Board necessary to carry the construction to completion have been obtained or that none are required. and that applicant is in position to complete all construction necessary to the proposed operation within a reasonable time.

WDGY—Dr. George W. Young, Minneapolis, Minn.—Denied petition to correct record and to reinstate action of the Commission taken July 7, 1942; denied application for special service authorization to operate unlimited time with 500 KW after sunset at Albuquerque, N. Mex., during summer months and 250 KW after sunset at Albuquerque during winter months (Station now operates on **1130 kc.** with 5 KW day, 500 KW night, limited Albuquerque.) (B4-SSA-39).

The Commission approved a power of attorney for Birney Imes, Jr., with respect to the management and operation of Station WMTU, Tupelo, Miss., to be handled by Robert L. McRaney as his attorney-in-fact.

APPLICATIONS FILED AT FCC

630 Kilocycles

NEW—A. W. Talbot, Missoula, Mont.—Construction Permit for a new standard broadcast station to be operated on **630 kc.**, 1 KW daytime and unlimited hours of operation.

710 Kilocycles

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Modification of construction permit (B5-P-2783 as modified) which authorized changes in transmitting equipment and increase in power for change in frequency from **1180 kc.** to **770 kc.**

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—License to cover construction permit (B5-P-2783 as modified by above application) for change in frequency, increase in power and changes in equipment.

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Authority to determine operating power by direct measurement of antenna power.

1090 Kilocycles

KTHS—Radio Broadcasting, Inc., Hot Springs National Park, Ark. —Extension of special service authorization to operate unlimited time, simultaneously with WBAL with power of 1 KW night, 10 KW day for the period ending 5-1-45.

1230 Kilocycles

WDSM—WDSM, Inc., Superior, Wisc.—Relinquishment of control of licensee corporation by Victoria B. Conroy and James J. Conroy through sale of 45 shares common stock by Victor B. Conroy to Roland C. Buck.

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Relinquishment of control of licensee corporation through transfer of 493 shares common stock by J. C. Liner, Jr., to Mrs. Melba Liner Gaston.

1240 Kilocycles

KBIZ—J. D. Falvey, Ottumwa, Iowa.—Voluntary Assignment of license from J. D. Falvey to KBIZ, Inc.

1400 Kilocycles

WRDO—WRDO, Inc., Augusta, Maine.—License to cover Construction Permit (B1-P-3480) which authorized increase in power, installation of new transmitter and antenna and move of transmitter.

WRDO—WRDO, Inc., Augusta, Maine.—Authority to determine operating power by direct measurement of antenna power.

1410 Kilocycles

NEW—A. W. Talbot, Billings, Mont.—Construction Permit for a new standard broadcast station to be operated on **1410 kc.,** power of 1 KW night, 5 KW daytime, unlimited hours of operation.

1420 Kilocycles

WPRP—Julio M. Conesa, Ponce, Puerto Rico.—Voluntary Assignment of License from Julio M. Conesa to Voice of Porto Rico, Inc.

1490 Kilocycles

KOVC—KOVC, Inc., Valley City, N. Dak.—Voluntary transfer of control of licensee corporation from Milton Holiday, Herman Stern and E. J. Pegg to Robert E. Ingstad (112 shares common stock).

FM APPLICATIONS

NEW—The WGAR Broadcasting Co., Cleveland, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45,500 kc.,** with coverage of 8,500 square miles.

NEW—Southland Industries, Inc., San Antonio, Texas.—Construction Permit for a new high frequency (FM) broadcast station to be operated on **44,500 kc.,** with coverage of 16,500 square miles.

NEW—Capitol Broadcasting Corp., Indianapolis, Ind.—Construction Permit for a new high frequency (FM) broadcast station to be operated on **48,700 kc.,** with coverage of 14,120 square miles.

TELEVISION APPLICATION

NEW—Philco Radio and Television Corp., area of New York, N. Y. —Construction Permit for a new experimental television relay broadcast station to be used with W3XE and WPTZ to be operated on **204000-216000 kc.,** with power of 15 KW and A5 Emission.

MISCELLANEOUS APPLICATION

WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. Car. —Construction permit to install a new transmitter.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Colgate-Palmolive-Peet Co., Jersey City, N. J., is charged in a complaint with disseminating advertisements which misrepresent the composition, properties and effectiveness of certain soaps, dentifrices and shaving creams it manufactures and sells in interstate commerce. (5126)

Gold Seal Mfg. Company—Misrepresentation of the effectiveness and dependability of so-called anti-freeze solutions designated "Gold Seal" and "Zero Flo" is alleged in a complaint issued against Banner Manufacturing Co., Inc., trading as Gold Seal Manufacturing Co. and as National Laboratories Co, 37 Preston Court, Brooklyn The respondents recommend the product as being safe for use in cooling systems of automobiles and other combustion engines (5123)

Leventhal & Hurwitz—A complaint alleging violation of the Wool Products Labeling Act has been issued against Edward Leventhal and Jacob Hurwitz, who are manufacturers of wool products and trade as Leventhal & Hurwitz, 500-7th Ave., New York, and against Harry Haber, trading as Haber & Co., Washington, D. C., where he operates women's wearing apparel stores at 1205 G St., N. W., 3046 14th St., N. W., and 3038 14th St., N. W. The store at the last mentioned address is known as "Bradley's." (5125)

North Eastern Radio Company, 799 Broadway, and also as Midwest Radio Service Company, 80 East 11th St., New York, is charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce. (5127)

Pioneer Specialty Company and also as Candyland Company, 38 Crosby Ave., Brooklyn, selling and distributing candy to dealers, is charged in a complaint with the use of unfair and deceptive acts and practices in commerce through the practice of using over-size containers or cartons. (5128)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist order last week:

Harry Fischer & Company—An order has been issued directing Harry Fischer and Joseph Fischer, trading as Harry Fischer & Co., 315 North 12th St., Philadelphia, manufacturers of men's clothing, to cease and desist from violation of the Wool Products Labeling Act. (5073)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Aristocrat Clock Co., 245-5th Ave., New York, stipulated that they will discontinue representing that they manufacture the clocks they sell, unless they actually own and operate, or directly and absolutely control, the factory wherein are made all of the products sold by them under such representation. (3804)

Barri Fabrics Corp., 1441 Broadway, New York, engaged in the sale of textile fabrics, entered into a stipulation to cease and desist from:

(1) Use of the term "butcher linen" to designate a fabric not composed of linen and of the word "linen" to imply that such fabric is linen;

(2) Advertising, labeling, invoicing or selling any fiber, yarn, fabric, garment or other article not containing linen, but which has been manufactured or processed in a manner to simulate linen, or which purports to contain linen in whole or in part, or which is represented as having a linen finish, unless complete and non-deceptive disclosure be made of the fiber content of the product and of the fact that it does not contain any linen;

(3) Advertising, labeling, invoicing or selling products composed in whole or in part of rayon without clearly disclosing such fact by the use of the word "rayon"; and when a product is composed in part of rayon and in part of other fibers or

material, from failing to disclose in immediate connection with the word "rayon," and in equally conspicuous type, each constituent fiber of the product. (3808)

Decco Barber Supply Co., Roxbury, Mass., engaged in the sale of Kulver's East Indian Hair Dressing, stipulated that he will cease and desist from representing that the preparation is a hair grower, produces long hair, or in any way facilitates the growth of hair, and from designating such domestic preparation as "East Indian Hair Dressing," or otherwise representing that it is a product of, or contains ingredients imported from, East India or any other foreign country. (3798)

Federal Waterproofing Co., Inc., 2245 Valley Ave., Indianapolis, entered into a stipulation to cease and desist from representing that the cement curing compound it sells under the name "Preservakure" will not stain, mottle or discolor surfaces to which it is applied, or that the ingredients thereof are chemically inert or non-saponifiable. (3803)

Food Display Machine Corp., operating as Razoroll Co., 620 N. Michigan Ave., Chicago, stipulated that it will cease and desist from certain misrepresentations in connection with the sale of a safety razor blade sharpener designated "Razoroll." (3807)

James Studio, 5253 N. E. Sandy Blvd., Portland, Oreg., has stipulated that he will cease and desist from use of the words "Gold Tone Oil Painted Photo" as descriptive of photographs which are not in fact gold tone photographs produced by the "gold toner" process, which involves the use of gold chloride; and from use of the words "Gold Tone" in any manner so as to imply that such photographs are produced by said "gold toner" process. (3805)

Johnson, Smith & Co., 6615 E. Jefferson Ave., Detroit, engaged in the sale of novelty merchandise including a printing press advertised to sell at $2.98, stipulated that they will discontinue:

(1) Representing that they fill orders for their printing press with a press of the type depicted and described in their advertisements, unless the orders actually are filled with the types of press represented;

(2) Using the words "a real printing press" or "does real job work" to imply that the press is capable of doing any type of commercial or job work or that it is other than a toy printing press; and

(3) Using the words "will turn out many hundreds of copies per hour" as descriptive of the printing capacity of the press, or any other statement that attributes to the press a printing capacity in excess of what it can normally accomplish. (3809)

John C. Mason & Co., 2250 South Spaulding Ave., Chicago, has stipulated that, in connection with the sale and distribution of men's clothing, it will cease and desist from the use of a "Money Back Guarantee" or other agreement containing any representation to the effect that it will refund to customers the amounts paid by them for merchandise, unless it actually does refund the full amounts paid, whether paid to the corporation's sales agents, for "collect on delivery" shipments, or in any other manner; and from the use of any guarantee unless strict and complete performance is made with all of its terms and conditions. (3799)

Maxine Dress Co., 302 S. Market St., Chicago, engaged in the manufacture of rayon dresses, has entered into a stipulation to cease and desist from advertising, offering for sale or selling fabrics or garments composed in whole or in part of rayon without clearly disclosing such fact by use of the word "rayon"; and when such products are composed in part of rayon and in part of other fabrics or materials, from failing to disclose in immediate conjunction with the word "rayon," and in equally conspicuous type, each constituent fiber of the product. (3806)

Parker Bouldin Company—A stipulation to cease and desist from certain representations in connection with the sale of Priscilla Parker Cosmetics has been entered into by Raymond W. Appleton, trading as Parker Bouldin Co., 500 Robert St., St. Paul, Minn. The respondent agrees to cease and desist. (3801)

E. L. Patch Co., Boston, engaged in the sale of drug products called "Kondremul with Non-Bitter Extract of Cascara" and "Kondremul with Phenolphthalein," have entered into a stipulation to cease and desist from disseminating any advertisement which fails to reveal that the products should not be used when abdominal pain, nausea, or other symptoms of appendicitis are present; provided, however, that such advertisements need only contain the statement, "CAUTION: Use only as directed," if and when the directions for use on the labels or in the labeling contain a warning to the same effect. (O3188)

Western Auto Supply Co., which has its principal place of business in Kansas City, Mo., and operates a chain of retail stores throughout United States, has stipulated that it will discontinue certain misrepresentations in connection with the sale of house paint. (3802)

FTC DISMISSES CASE

The Federal Trade Commission has dismissed without prejudice the case growing out of the complaint it issued against Fred Benioff Co. and Fred Benioff, both trading as Fred Benioff Furs, Benioff's Furs, and Benioff's, 133 Geary St., San Francisco.

The respondents were charged with misrepresentation in connection with the sale of fur garments.

READ THESE 2 PAPERS

on Post-War Radio Service

featured at

I. R. E. WINTER MEETING

New York City. January 28-29

FREE REPRINTS TO MEMBERS

for Mailing to Local

Jobbers . . . Dealers . . .

Servicemen

Deadline for free reprints—Feb., 21, 1944

Fewer Repairs . . . Fewer Headaches . . . for Listeners, Broadcasters, Manufacturers

"DESIGN TECHNIQUE VERSUS SERVICE REQUIREMENTS"

Analysis of Pre-War and Post-War Problems as Related to Radio and Television Receiving Instruments

by

Irwin W. Stanton

RCA Service Company, Inc.

MUCH has been said and written before about service as applied to radio broadcast receiving instruments but little has been done to eliminate the many evils associated with former methods.

There have been various interpretations of the word "service" and it is axiomatic that it has been subjected to much abuse. We might ask: "What do we mean by "service" and where does it start and end?". One, and probably the best definition of the word "service" is:

"Sufficient and Effective for a Purpose"

This, then, does not limit service to that rendered by dealer, distributor, or manufacturer, to consumer for correction of a defect with the product, but allows the word "service" to encompass the product itself and all that it represents. This paper, therefore, will not be confined to service rendered in the field, but rather, will discuss service from the time the product is conceived until it has been delivered to the consumer and has, in itself, rendered satisfactory service. However, emphasis will be placed upon that portion of service rendered by dealer, distributor, or manufacturer in the field, and how, by proper design of the product, the necessity for this service can be held to a minimum.

A considerable amount of confusion as existed in the radio industry as to what constitutes "warranty repair service," "warranty service", and "field service." No doubt the reason for this confusion has been the lack of a universal understanding or definition of these terms. To help clarify this situation a few words on our interpretation of their meaning may be in order.

"Warranty repair service" consists of the actual repairs made on a product that has become defective under normal use and operation during a given period of time, and this service includes all of the steps necessary to return the product to a normal operating condition.

"Warranty service" consists of all service rendered on a product and to the owner of the product, during a given period of time, to insure that the owner is enjoying optimum performance in its use and to assure him that the product is as represented.

"Field service" consists of all service rendered in the field, or at a location removed from the factory, and includes all service rendered on the product and to its owner both during and after the warranty period.

It should be noted that, primarily, "warranty repair service" is work performed on the instrument to correct any manufacturing defect, while "warranty service" includes "warranty repair service" and other services rendered to the owner.

Although it is not always realized, there are definite sales functions involved in "warranty service." Many dealers appreciate that the sale of a radio or television instrument is not concluded when the customer's signature is obtained on the contract and delivery of the instrument made. There exists after delivery a normal period, during which time contact between customer and dealer should be maintained. During this period, the dealer should carefully instruct the customer in proper operation of the instrument, explain any abnormal operating conditions peculiar to the locality and recommend and/or make any special installation necessary for optimum performance. It is this portion of "warranty service" which is as much of sales as that of obtaining the signature on the contract, and if not properly handled, may mean the difference between the loss of the sale or complete customer satisfaction and goodwill.

If it were possible to manufacture a radio or television instrument that in itself would not cause any trouble, there would still be a need for "field service" to cope with local operating conditions and the "human element" involved in the operation of the instrument. The "human element" is also present in the manufacture of a product and no matter how well or perfectly the product or its components are designed a certain amount of trouble may be expected.

The causes contributing to the necessity for rendering service in the field are many, some of which can be controlled by proper design of the product, and others which are beyond the capabilities of the product itself to overcome. By analyzing these causes, a better understanding of the functions and obligations of dealer, distributor, and manufacturer, in relation to what portion of service should become a definite and normal part of their operation can be had, and means may be found whereby the product can be designed to minimize these causes.

Trouble and dissatisfaction with a radio or television instrument in the field usually can be traced to one or more causes such as:

1. Failure of a component.
2. Poor performance due to concealed damage, caused by excessive vibration or rough handling in transit.
3. Poor workmanship or "human element" involved in the manufacture of the instrument.
4. Humid weather conditions.
5. Abnormal local operating conditions.
6. Low or excessive utility power supply voltage.
7. Poor performance due to improper installation.
8. Improper operation of instrument by customer.
9. Inadequate service facilities.
10. Poor performance due to improper design.

When trouble arises due to any of these conditions, the dealer or distributor can take prompt and effective steps to remedy the situation *if he maintains a well equipped and capable service department.* If the instrument is of good quality and properly designed, field trouble will be held to a minimum and "field service" resolves itself to the normal dealer functions of making any minor repairs or adjustments, installing the instrument so that it will perform as well as may be expected under the local operating conditions, and instructing the customer in its proper operation.

It is the purpose of this paper, first, to cover design technique which builds into the product those qualities which insure that the instrument will render satisfactory service, and, in itself, will reduce or keep to a minimum the need for "field service"; and, secondly, to analyze prewar field service methods and to suggest possible improvements for rendering service to the consumer on both radio and television instruments, post-war.

An attempt will be made to point out those things in the design of a radio instrument which need more than usual consideration to keep to a minimum the need for "field service." No attempt will be made to give specific figures as regards sensitivity, selectivity, image ratios, fidelity, etc., because economically there are definite limits as to how far one may go in incorporating into the product, characteristics that will permit satisfactory performance under all extremes of operating conditions. In short, the product must be designed to meet the needs and desires of the majority of consumers, and these consumers should not be penalized by the incorporation of those features that substantially affect the selling price and satisfy only a few. *Within these limits, the engineer has in his hands the key to complete customer satisfaction*, and proper balance of those characteristics in the product, which contribute toward this desirable condition, we shall call "design technique." "Design technique," then, is the ability to achieve much with little. It is not always the complex portions of an instrument that cause the most trouble but rather, in many cases, the simple things that have been overlooked.

Actual component failure during warranty, may be expected to account for the trouble on approximately 5% of all instruments sold. Since there are approximately fifty to eighty major parts and assemblies in the larger radio set, it is obvious, that actual field component failure must be held well under one-tenth of one percent if total instrument failure due to defective components is to be kept under 5%. Fortunately there are relatively few operations involved in the manufacture of most parts, and standardization is carried out to a greater extent, which results in considerably less trouble from the "human element." However, if the parts do not have sufficient safety factor, if they are not carefully inspected during manufacture, if adequate life tests are not made to determine their reliability, or if proper humidity, temperature, and vibration tests are not made, troubles of an epidemic nature may be expected from instruments in the field.

Poor performance of radio and television instruments caused by concealed damage due to excessive vibration and rough handling in transit, although not under complete control by the engineer, can be kept to a minimum by careful consideration being given to stability of adjustments under vibration, weight of components and how well they are secured to the chassis, and the mounting of assemblies in the cabinet. Screws for adjustment of circuits should have some means of locking either by spring pressure or lock-nut, to insure that the adjustment of the instrument will not be affected. Where possible, two screws or other positive means should be used to secure automatic phonograph levers in their proper position. For strength, ease of working with, and to speed production by the elimination of breakage during assembly, wire used for chassis wiring should not be smaller than 25 to 35 mils. Large and relatively heavy capacitors, in addition to other similar components, should be secured to the chassis with mounting strips rather than placing dependence upon connecting leads for this purpose.

There are approximately five hundred major and minor operations in the manufacturing process of the average radio-phonograph instrument. Unless careful and rigid inspection is established at various points along the line of assembly, trouble due to the "human element" may be expected to contribute a substantial portion of instrument failure and may run into serious proportions, particularly in trouble experienced with automatic phonograph mechanisms. Simplification of the product, thereby reducing the number of operations in its manufacture, will contribute greatly to elimination of mistakes on the assembly line. Likewise standardization and only minor change in the product when necessary, will also reduce trouble from the "human element." Simplification and standardization, naturally, can be carried out only insofar as it does not affect sales and the needs and desires of the consumer. If any change in the product is made, whether it be major or minor, supervision should be increased beyond normal until the assembly line operators become thoroughly familiar with the change, and the percentage of rejects is down to acceptable limits.

Poor performance due to abnormal local operating conditions presents one of the most difficult problems to cope with, not only in the field but also in the design of the instrument itself. Although some control can be maintained by the engineer in design of the product, in general it can be more effectively dealt with in the field. To keep to a minimum complaints due to this condition, the engineer should give careful consideration to sensitivity, selectivity, image response, signal to noise ratio, and shielding of circuits likely to be receptive to interference.

Excessive variation of utility power supply voltage, although normally not contributing much toward field trouble, can become quite a factor if sufficient safety factor is not incorporated in instrument components. Push button tuning adjustment ranges should be wide enough to cover all practical combinations of station set-ups. Phonograph "wow" or "waver" should be less than one percent and preferably under one half of one percent. Cabinet, loudspeaker, and phonograph tone arm resonance should be such that it will not fall in the range of frequencies generated by the vibration of the phonograph motor and gear train, in order to avoid objectionable rumble. Transformer or coil impregnating compounds and wire insulation should not contain materials that will attract rodents and bugs. Automatic phonograph tripping mechanisms should be designed for positive action on eccentric, spiral, and constant diameter types of record tripping tracks.

We have covered those things that can contribute much toward elimination of trouble with the product in the field. Several other points should be mentioned, which, although not a direct cause of trouble, do have a psychological effect and may determine whether or not a consumer becomes super-critical. Volume control taper should be such that over the major portion of control, the sound intensity is varied in proportion to movement of the control; volume levels where some distortion may exist, should be crowded into the upper limits of the volume control; tuning ratio should be sufficient for ease of tuning distant and shortwave stations but low enough so that complete dial coverage can be quickly made; all controls should be designed for smooth action and simplified operation; AVC action should be fast enough to reduce the effects of shortwave fading and slow enough not to effect appreciably the receiver fidelity; a pleasing tonal balance should be maintained between high and low frequency response; tone control should be provided for those who dislike high frequency response; tone compensation should be incorporated in the volume control circuit for pleasing tone at low volume levels; and undistorted power output should be sufficient for demonstration purposes.

In addition to the considerations given to characteristics in a product which contribute directly to customer satisfaction and goodwill, there are those characteristics which have an indirect bearing on this ideal condition and which in the past have many times been overlooked. The degree to which prompt and efficient "field service" can be rendered by a dealer, depends to some extent upon the ease with which he can cope with defects in the product. If an instrument is extremely complicated and difficult to work with, additional time and effort is necessary to correct the defect. This not only affects the cost of rendering service on the product during the warranty period, but is also reflected in higher repair costs to the consumer after the warranty period. Because minor trouble cannot be quickly corrected, sales may be directly and seriously affected by a negative reaction to the product by dealer sales and technical personnel. It is therefore necessary that "design technique" be carefully applied to those things that will simplify service procedure.

What are some of these things that all manufacturers have been guilty of at one time or another and which have caused the dealer no small amount of trouble? To name a few: necessity of removing chassis to change a tube or pilot lamp; loudspeaker not removable without first removing baffle board or other component; difficulty in aligning circuits because dial pointer and scale were not a part of chassis; volume control and other chassis components difficult to replace because of obstructions and crowded conditions; necessity to remove automatic phonograph mechanisms to make minor adjustments; loose chassis shock mounting springs and devices easily lost and difficult to re-install.

Because of the demand for pleasing cabinet styles and unavoidable space limitations, it is not always possible to eliminate all undesirable mechanical objections. However, the application of proper "design technique" to these problems can contribute much to product acceptance and maintenance.

As previously stated, no matter how perfect a radio or television instrument may be in design and no matter how much care is taken in its manufacture, there will always be a need for "field service" during, as well as after, the warranty period. It has often been said that there is nothing more effective in building goodwill than good service. This is particularly true during the warranty period, and if "warranty service" is properly and efficiently rendered, customer satisfaction and goodwill will be assured. Pre-war methods of rendering "warranty service" to the consumer were effective to a degree but in many ways were not adequate. It is generally agreed that improvement in method can and should be made in the post-war period, and that, along with the new greatly improved post-war radio and television instruments, streamlined and more effective service should be available to the consumer. By evaluating pre-war service methods, the solution to a sound and workable post-war plan should be indicated.

Unfortunately, the return on an investment in warranty or no-charge service, to the consumer by the dealer, is intangible because there is no yard stick by which it can be accurately measured. However, many individuals who have given this subject careful thought, realize that no company can continue to be successful without customer satisfaction and goodwill, and the ability and willingness to render prompt and efficient service, not only during but also after the warranty period, is a necessity if this goal is to be attained.

It is obligatory for the manufacturer to correct, either directly or otherwise, any defect in his product. This "warranty repair service" normally cannot be rendered promptly and efficiently by returning the instrument to the factory for repairs. It has therefore been the general practice in the radio industry to extend relatively large discounts to trade so that this wide margin of profit would cover any normal expense incurred for rectifying defects in the product. By this method any dealer who had made a reasonable investment in establishing a service department, could promptly and efficiently render service to his customer. However, if a dealer could keep his service expense to a minimum, an apparent increase in his profit could be realized. These two forces, the desire to render good service to his customer and the desire to increase profits, were continually working against each other and therefore did not create a healthy condition.

If the product were relatively free of trouble, the evils associated with pre-war "warranty service" methods were not always apparent because consumer needs and problems could, in many cases, be satisfactorily handled. However, because of abnormal local operating conditions, conditions in the field which could not be completely controlled by the engineer in the design of the product and because of the "human element" involved in the manufacture of the product, occasional need for more attention and consideration to consumer problems absorbed a greater percentage of dealer profits and thereby forcibly brought to the fore the weaknesses in the system.

What, then, can be done in the post-war period to overcome these objections to, and evils associated with, pre-war radio and television service methods? This question is not easily answered because any complete solution of the problem may involve heavy costs which make the plan economically unsound. If a plan could be formulated that would not seriously affect price schedules and at the same time, effectively alleviate the burden of the dealer in rendering "warranty service," then the answer to this problem would be found.

It should be noted, it was stated that the plan should alleviate the burden of rendering "warranty service" and not completely relieve the dealer of that portion of service which may be looked upon as sales functions. As previously mentioned, it is during the warranty period that satisfactory conclusion of the sale is or is not achieved. To most dealers the loss of customer goodwill is as much an injury as actual return of the instrument and loss of the sale. It is during the warranty period that normal contact between customer and dealer should be maintained and any "warranty service" plan which attempts to encompass these normal dealer sales functions may not meet with complete acceptance and necessarily must seriously affect price schedules. It is then indicated that any post-war plan must be based upon the manufacturer's responsibility of correcting any defects with the product, which involves only those functions associated with "warranty repair service."

One method which may be considered, would be the establishment of factory owned and operated service stations to render all "warranty repair service" on the product. Economically a plan of this sort has many limitations. Stations could only be located in heavily populated areas and therefore could not render prompt and efficient service to dealers or their customers located at distant points. Since the establishment of a station incurs the associated heavy costs of overhead, some means would have to be found to cover this cost to avoid its reflection in price schedules on the product. Any attempt to render service after the warranty period on a charge basis would be met with disfavor by radio service dealers. Since the establishment of a factory owned station is more or less a duplication of existing and more strategically located dealer facilities, it is indicated that some plan utilizing these existing facilities would be more feasible and acceptable.

A plan whereby the manufacturer would render all "warranty repair service" by maintaining a force of field service engineers to perform this work, has some merit in that these engineers could utilize dealers' and distributors' places of business to repair instruments, eliminating the need for a factory owned station. In performing this "warranty repair service" work, dealers' technicians could be instructed in proper and efficient service technique, thereby qualifying them to render good service after the warranty period. Economically this plan has some disadvantages in that much time is consumed in traveling and the work load would not be uniformly distributed throughout the year. Although a field force large enough to render all "warranty repair service" could be maintained, prompt service could not be rendered because the work load would not be constant and would be distributed among many dealers.

Any plan which attempts to set up additional facilities and personnel, to render no-charge "warranty service" to the exclusion of after-warranty chargeable service, becomes economically unwieldy. It is therefore indicated that a complete revision of pre-war "warranty repair service" methods is not necessary but rather it is advisable to maintain those desirable and proven qualities and to provide some means whereby the faults would be eliminated. A plan which more nearly approaches these requirements is one in which the manufacturer would pay for all "warranty repair service" satisfactorily completed by the dealer. To render satisfactory "warranty repair service" a dealer must have adequate service facilities. Since his entire repair service operation would be paid for, by the manufacturer during the warranty period and by the customer after the warranty period, a satisfactory return could be realized, on his investment in service facilities. Standard flat rate payments could be set-up for various repairs to the instrument. Payment could be made by the manufacturer for each operation performed or could be paid under one of two operations, either major or minor. In either method the dealer would be assured of a fair profit on all "warranty repair service."

In conclusion, we wish to stress the point that the success of any service plan will be dependent upon whether the interests of dealer and distributor as well as those of the consumer have been carefully considered. Also the plan must not appreciably affect price schedules and therefore must be based upon a minimum of demand for "warranty service," which in turn can be controlled to a great extent by the engineer, in application of proper "design technique."

"RADIO IN SERVICE OF HOME AND NATION

by

Arthur Stringer

National Association of Broadcasters

Since the beginning of production of factory made receivers in 1922, you men and your predecessors together have had a hand in creating over 100 million radio sets for the use of the American families not to mention the sets which have been exported throughout the world.

60 million are still operative—9 million of the 60 million are auto sets, 5 million are located in institutions, places of business, etc., while 46 million sets will be found in the homes of 32,500,000 U. S. families.

During the 22 years you have been making sets the public has taken them off your hands in exchange for more than *six billion* dollars and has paid in addition large sums for parts and service.

Why is it, do you suppose that the public has demonstrated its eagerness to consume the output of your factories year after year? Was it because of a period cabinet, modernistic design or superb engineering? Basically it was for none of these reasons. It was because the public wanted to listen, because the public wanted to enjoy the entertainment, recreation and educational facilities provided by broadcast stations.

What is the evidence for this conclusion? Perhaps the most important evidence is the time set owners spend listening. Today, each of the 32,500,000 radio families listens on the average more than 4 hours and 22 minutes per day. (The figure of 4 hours, 22 minutes is a minimum figure. It was established in Jan. 1, 1938, by the Joint Committee on Radio Research which reported for the country as a whole, by releasing results of its own survey of rural population, and an urban survey conducted by Daniel Starch, Inc. Surveys since show increases in listening.) Next after sleeping and working, these millions of men, women and children spend more time listening to radio programs than in any other activity.

If more evidence is desired consider the investigation made by one of our great national magazines. Listeners were asked what their decision would be if they had to choose between giving up radio or the movies. 70 per cent said they would give up the movies.

Industry Axiom No. 1, then, is: "Programs are the predominating factor influencing radio set purchase." Sarnoff voiced that Axiom more colorfully in referring to the American System of Broadcasting when he stated that "The richest man cannot buy for himself what the poorest gets free by radio."

If you appreciate the fundamental truth of this Axiom, which *has* stood the test of time, from the very beginning, then a common ground is revealed on which engineers and broadcasters may meet as co-workers to consider ways and means of contributing to the even greater satisfaction of our nation of listeners—our mutual customer.

To get a proper perspective of the magnitude of the job ahead, let's take a look at radio history, past, present and future—as it conveniently divides itself into 3 phases. *First phase* extends from World War I to the freeze order of April 1942. *Phase II*, from that date until civilian production is resumed; *Phase III* lies ahead—somewhere in the future, exact date unknown. But factory whistles, special broadcasts and headlines will herald its arrival. We'll all know when that great day arrives!

The "build your own set" era of Phase I was followed by sets with exposed parts, mounted on boards, at $150 per board, speaker extra. Plug-in radio replaced the battery-trickle charger combination. Then heard 'round the world was the "boom-boom" of "Majestic, Mighty Monarch of the Air." Though Grigsby-Grunow has long since departed, the influence of that company still persists, for it was the first to capitalize on the public's liking for lows. When high fidelity was brought out, you will recall that this same public would have little of it.

During the long, hectic years of Phase I, there was a decrease in the number of manufacturing companies but an increase in the number of persons engaged in the manufacturing process. In broadcasting, the number of stations increased and personnel increased. In only one segment of the industry were there fewer full-time employees; that was in servicing.

The persisting over-supply of servicemen, whose financial condition was constantly menaced by hordes of "screwdriver" mechanics, so sapped the vitality of this group that it has remained the weakest link in the entire radio business. Dissatisfaction with the quality of radio service offered in many communities, made it necessary for broadcasters in increasing numbers to take the lead in attempting to improve conditions. These are the highlights of Phase II of radio set history.

In Phase III, when additional services are expected to be made available to the public, I have the hope that the most qualified group will assume the obligation of providing expert maintenance facilities and personnel to maintain the products of radio factories. Unless manufacturers do this, or unless it is done by other persons, the American radio public is going to be faced with an unprecedented era of "Set-butchery" at the hands of an army of tinkerers. Unless there is planning and guidance, not only will the public be victimized, but the perpetrators of the set-butchery, largely ignorant of what they will be doing, will suffer the financial loss of their investment in test equipment. But what is more important, these returned veterans will become disheartened and discouraged as the result of their business failure. If job competition should be severe at the time of failure, there will be many more voices to ask, "Is this what we were fighting for?"

Literally tens of thousands of our fighting forces as well as tens of thousands of our civilians have been exposed to radio during World War II. Radio operators, whose technical radio knowledge about equal the gas engine knowledge of the average motorist, can be nothing but tinkerers without adequate training. An equally large number of Signal Corps members have been trained to maintain a particular piece of equipment. They can spot trouble in a set with 70 tubes and a complicated circuit; but they too would butcher a good household receiver unless they received fundamental training for such work.

Radar maintenance men will come nearest to possessing the desired prerequisites of competent servicemen. They first mastered the fundamentals of radio before beginning specialization. The training and ability of men of this caliber should insure their success in service work after a small amount of study and experience. It is to be expected, however, that general industry will be ready to bid for their services so that the entire number will be unavailable to radio.

The advent of television should have a highly constructive effect on servicing as a specialty because no one without adequate training will be able to handle television service satisfactorily.

In sound radio the ear will tolerate considerable departure from maximum fidelity. Unlike the ear, the eye will not tolerate a poor or slightly defective image. A television set will have to be installed as a precision instrument and thereafter maintained as a precision instrument. This calls for a higher standard of personnel than is now available, and, also, service equipment of high standard. There must be proper test equipment for servicing television and manufacturers must produce well planned service units. Unless this is done and adequately trained servicemen are brought into the picture, the sale of television receivers will fail to keep pace with the reasonable annual growth anticipated.

Television programs of high entertainment value can carry the load only as long as speedy and adequate service is maintained. Should sloppy installation and inadequate servicing become prevalent, television will collapse in spite of all the promotion that industry can give, in spite of all the money industry may spend.

For the reason that radio servicing in the United States was generally unsatisfactory before the war, and that it cannot be expected to improve without a generous use of the hypodermic, I am going to ask that you gentlemen, as partners and co-workers, as receiver manufacturers and broadcasters, give this matter your considered attention. The best place, the most logical place to start an improvement is at the beginning. So when you design a set, won't you give more thought to the matter of its serviceability. This will contribute to service betterment because it will make the service job easier.

In voicing this suggestion it is recognized that somewhere along the line the set designer comes to a cross roads where manufacturing cost comes into direct competition with ease of servicing . . . yet I admit to a conviction that a manufacturer's continued success must ultimately rest on two propositions:

1) Sturdy construction assuring a minimum of servicing, and

2) Ease of repair when apparatus does break down.

All of us can recall automobile trade names that have disappeared primarily because of poor service.

There are but two kinds of parts in a receiver: a) those which you know are going to wear out, whose failure cannot be prevented; and b) those which theoretically should last as long as the set itself—but all too frequently don't. The tube socket is an example of the latter and the fixed condenser of the former.

Probably many of you have worked with this classification in mind for many years, but field evidence leads to the suspicion that its application has been restricted. Otherwise exasperated servicemen would not exclaim to the manufacturer's representative, "Don't your engineers think your sets ever have to be repaired?" To which the engineers retort, "Why don't you get some decent servicemen?"

I also have a feeling that factories have been not altogether accurate in their appraisal of acceptable minimum prices which the public is willing to pay for a reliable receiver. There is a break point in list price below which a receiver does become a "squeak-box." It would be helpful if engineers were to become aggressive proponents of higher standards within their respective organizations—for the production of good radios, readily serviceable, not squeak-boxes. After the war listeners will want, as replacements, real musical instruments—the products of responsible manufacturers.

Quality competition instead of price competition, is needed in post-war to take fullest advantage of our Axiom —that

PROGRAMS ARE THE PREDOMINATING FACTOR INFLUENCING RADIO SET PURCHASE,

and a corollary

that a manufacturer's continued success rests upon good construction, relative freedom from servicing, and ease of repair when apparatus does break down.

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 7, February 18, 1944

NAB FILES BRIEF ON FCC ORDER 118 AMENDING RULE 1.5

February 16, 1944

The Secretary
Federal Communications Commission
Washington, D. C.

Dear Sir:

Transmitted herewith is a Memorandum Brief by the National Association of Broadcasters in regard to the adoption of the Commission's proposed rule No. 1.5, recently announced in Order No. 118.

While the Association waives opportunity to present oral argument in this matter as provided for in Order No. 118, it respectfully requests that this Memorandum Brief be considered by the Commission before final action is taken upon the proposed rule.

Very truly yours,

ROBERT T. BARTLEY

FEDERAL COMMUNICATIONS COMMISSION

Washington, D. C.

In re Matter of Proposed Rule No. 1.5 } Order No. 118

MEMORANDUM BRIEF

The National Association of Broadcasters respectfully submits this Memorandum Brief on the above entitled matter in an endeavor to assist the Commission in reaching a fair and equitable determination of the issues involved.

The Association believes that there are three principal aspects to the adoption of the proposed rule as applied to broadcast station licensees which should be brought to the Commission's attention:

1. Paragraph (c) of the rule now proposed is deemed to be too indefinite;
2. The retroactive feature of Paragraph (c) of the proposed rule might result in inequities and undue hardships;
3. It is not clear that the adoption of Paragraph (c) of the proposed rule will serve any useful purpose.

I.

Paragraph (c) of the rule now proposed is deemed to be too indefinite

Paragraph (c) of the rule as proposed provides that all documents filed with or by reference made a part of any application under Title III of the Communications Act, as well as all reports filed pursuant to forms and instructions issued under Section 43.1 of the Rules and Regulations shall be open to public inspection. In view of the fact that the Commission forms are constantly changing and being revised, the rule as written supplies the licensee with no substantial notice as to what type of information will be treated as public property. He knows as of today that certain data now called for by the forms referred to in the rule will be made public. However, he has no knowledge as to what information or material the next revision or revisions of application and other forms will call for. Consequently the rule is indefinite and puts the broadcaster in a position where he cannot intelligently know whether the rule should or should not be opposed.

Attention also is invited to the fact that this proposed rule, if adopted, not only will have the force and effect of law but will be publicly announced in the Federal Register. The various application forms of the Commission, as well as forms issued under Rule 43.1, which implement this proposed rule and give it meaning, will not be given this formal treatment and will not be brought to the attention of affected parties until such time as they may be called upon to fill in and file such forms and reports with the Commission.

II.

The retroactive feature of Paragraph (c) of the proposed rule might result in inequities and undue hardships.

It appears that the rule contemplates making public not only certain material and data to be submitted by licensees in the future, but also encompasses all such material heretofore filed by licensees under the previous practice of treating certain information as confidential by the Commission. It is one thing to advise licensees that any material of a certain character to be filed by them in the future will thereupon become public property for the inspection of all interested or even curious persons. A more serious problem is presented with respect to notice to licensees at this date that such material which has in good faith and under a cloak of confidence been filed in the past will be open to such scrutiny. Here we do not wish to imply or suggest that public inspection of any data or information heretofore filed by any broadcaster with the Commission would reveal that any such broadcaster has committed any wrongful acts. This could not be so since all data on file has been subject to Commission examination. Licensees have not previously known that the information they have been filing with those forms was to be made generally available to the public. Under such circumstances it is possible that some licensees have placed too broad an interpretation on what information was desired by the Commission in its forms and have filed commercial information with the Commission in the belief that such data were for the confidential use of the Commission and the data were not thereby being opened for general use. whereas, if the licensee had known the information he was to file was to be made public, under a correct interpretation of the forms he may very properly have withheld such data.

(Continued on page 52)

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON Phone NAtional 2080

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

NAB FILES BRIEF ON FCC ORDER 118 AMENDING RULE 1.5

(Continued from page 51)

Such publication would be unfair, therefore, to the licensee who interpreted the requirements too liberally and has filed superfluous data, which, if made public, would place him in an inequitable position with his competition.

III.

It is not clear that the adoption of Paragraph (c) of the proposed rule will serve any useful purpose

In proposing the adoption of this rule, and particularly as it relates to broadcast station licensees, the Commission has not pointed out the public necessity which requires the adoption of the Rule, or any indication of the public benefit, in the Commission's opinion, which will result from its adoption. We can well appreciate why the Commission, as the government agency charged with the licensing responsibility has a bona fide purpose of its own in requiring certain material to be filed by licensees for its own guidance. Why it is necessary to go beyond this and throw all such material open to public inspection, and thus violate the usual rule of safeguarding business secrets of private industry, certainly is not made clear. True, if the rule related only to common carriers the purpose served by making such material public is rather obvious. That is consistent with the accepted concept of regulation of natural monopolies where rates charged the general public are affected by the business arrangements and practices of the carrier. Under the Communications Act, however, broadcasting stations are specifically excluded from the common carrier category and it is believed that the common carrier concept of full disclosure to the public of all matters affecting the maintenance and operation of a business should not be extended into this field. So long as the Commission has full knowledge of such matters it is inconceivable to us how any useful purpose will be served by making this material open for public inspection. Since there is the possibility of damage to licensees by having this material disclosed, it is our view that the Commission should hesitate to adopt such a rule in the absence of a strong showing for the need for its adoption.

SUGGESTION

It is the position of the Association that if the Commission ultimately decides to adopt a rule of this character it should give consideration to the specification in the regulations or in the rule itself of the data which the Commission will make available for inspection. Only through that method can broadcast licensees properly be put on notice as to the true meaning and effect of the rule.

Also, we strongly suggest the amendment of the proposed rule so as to permit examination of information filed with the Commission only upon the request of such parties as can establish a legitimate interest in the matter. Moreover, we feel that if such a course were to be followed it would be proper to require that when a party communicates with the Commission asking for permission to inspect the papers of a licensee, a copy of that communication be forwarded to the licensee whose papers are to be inspected so that before the information is made available he might at least be put on notice and afforded an opportunity to file his objections to the request with the Commission.

Respectfully submitted,

THE NATIONAL ASSOCIATION OF BROADCASTERS
By ROBERT T. BARTLEY

PANCAKE TURNERS

Information has been received that a number of A. F. of M. locals are making demands for pancake turners. In that connection it is interesting to read Mr. Petrillo's testimony given in January 1943 before Senator Clark's Sub-Committee of the Interstate Commerce Committee, which testimony is contained in NAB Special A. F. of M. Bulletin No. 15, January 22, 1943. An excerpt from page 20 reads as follows:

Senator Tobey. I have two or three questions that I want to ask Mr. Petrillo. In the first place, there is an article in the *United States News* of the current issues under "Labor" on page 29:

> "Chicago and St. Louis radio stations are required under their contracts to hire members of the musicians' union as 'pancake turners.' This job consists of turning and changing phonograph records. Actually the work is done by technicians and the AFM members are used as errand boys to bring records from the files. The scale in these cities is $90 for a 25 hour week."

I read that with no prejudice, as a news item, and it raised a few questions in my mind, which I would like to ask. In the first place, is the article substantially correct?

Mr. Petrillo. That is correct.

Senator Tobey. Now, here is what comes to a layman's mind as he reads is, the familiar John Q. Public, that we have to have a group of men particularly charged with the duty of changing records in the radio stations, and nothing else.

Mr. Petrillo. Because the record is made of music.

Senator Tobey. Is made of what?

Mr. Petrillo. Music is on the record.

Senator Tobey. That is right.

Mr. Petrillo. And we feel if there is music on the record, that the man who puts the record on the machine should be a member of the musicians' union. Now, there is only two Locals that have that kind of an agreement, as that particular statement says.

Senator Tobey. Chicago and St. Louis.

Mr. Petrillo. Chicago and St. Louis, that is right. Now the scale in St. Louis doesn't run $90. I think it is about forty-five, something along that line. In Chicago it is $90 a week for 25 hours work, five days a week.

Senator Tobey. Now, the turning of records is not a laborious job, is it? I am not talking about you now.

Mr. Petrillo. No.

* * *

Senator Tobey. I could not put the record on myself.

Mr. Petrillo. No, sir.

Senator Tobey. I would have to have a separate employee, a pancake turner, they call them, and pay him from $45 to $90 to do that job; is that correct?

Mr. Petrillo. That is correct.

Senator Tobey. Now how far does that theory go in the operation of union labor?

* * *

Mr. Petrillo. Well, I can only say this to you. In Chicago I happened to negotiate the contract myself and when I made the demands for the pancake turners, there was no opposition to it. They gave them to me, so I took them.

Senator Tobey. Well now, if it is a good thing for Chicago, why is it not a good thing everywhere else in the country?

Mr. Petrillo. Well, all of the unions are not powerful enough to make those demands, Senator. I probably would have dropped it myself if they said "You will have to call a strike, because I am not going to give you the pancake turners." But, as I said, I put it in there and they gave it to me, and I couldn't turn it down.

Senator Tobey. But the principle you believe in. You believe in the principle regardless. It all depends on the size and power of the labor union.

Mr. Petrillo. Oh, yes.

* * *

Senator Tobey. It is not the principle of fairness that you enunciated here to this group of men. It is simply that here is a chance to get this man, because we are powerful enough to get it down that way; is it not?

Mr. Petrillo. Well, you might put it this way.

Senator Tobey. The point I make is this: if this is sound, then it ought to prevail all over the country, should it not?

Mr. Petrillo. It should.

Senator Tobey. That is, if it is sound economically.

Mr. Petrillo. But we can't get it.

Senator Tobey. But, if you could get them, you would.

Mr. Petrillo. We would love to have them all.

Senator Tobey. And that principle is sound, in your judgment, to do it this way?

Mr. Petrillo. I don't know whether it is sound, but I know it makes for more employment.

Senator Tobey. Now that raises a question, not of metaphysics, but something higher than that, perhaps. How long can we go along in this country that is not sound? How long is it going to endure, whether it applies to music or anything else, provided it is not sound and is not economically feasible and with an expenditure that is not justified by the facts, just because you are powerful enough to do it? How long would you expect to continue in this country by that method?

Mr. Petrillo. Senator, I agree with you, in this particular case it is not sound.

Senator Tobey. I think you are a perfectly fair man. I read this merely as a news item, and I said "I am going to ask Mr. Petrillo about it."

Mr. Petrillo. I try to be fair, but sometimes I make a mistake.

Senator Tobey. Yes, we all do.

Mr. Petrillo. But, in this case, I made a mistake, but they OK'd it.

* * *

WMC APPEALS PROCEDURE MODIFIED

Unrestricted right of appeal from decisions of the War Manpower Commission is provided in a revision of its regulation governing appeals, Chairman Paul V. McNutt announced today. Mr. McNutt said that the changes were dictated by the Commission's experience in handling thousands of cases.

The original WMC regulation issued May 22, 1943, specifically indicated those persons entitled to appeal and spelled out under what conditions appeals could be made.

The new regulation, furthermore, extends the right of appeal both to worker and employer affected by a decision made at any step of the appeal process. Both persons involved must be present at the hearing before the area appeal committee or explain absence, but otherwise there are no restrictions on the right to take the case higher.

Other changes in the appeal regulation involve points which experience has shown needed either clarification or minor technical revision. There has been, for example, some confusion on the question of a worker's right to retain new employment obtained on the strength of a statement of availability, if the employer has appealed and it has been finally determined that the statement was erroneously issued.

The revised regulation holds that a statement of availability, once issued, stands. The employer may appeal as a matter of principle or precedent but he cannot demand that the statement of availability be withdrawn or that the worker be required to leave his new employment. In order to provide a means of reviewing the action of local employment offices before the services of a worker are lost to an employer, the revised regulation provides an optional procedure for temporary suspension of the issuance of statement of availability and making referrals in certain types of cases. The suspension may be for a limited period only, the maximum period allowable being 10 days. This procedure is designed to give employers the greatest degree of relief consistent with protection of the rights of workers.

COMMODORE RECORDS

Inquiry has been received at the NAB asking whether records containing ASCAP music made by the Commodore Record Company, 415 Lexington Avenue, New York City, had been "cleared at the source". A paragraph from a letter from ASCAP dated February 14, 1944, reads as follows:

"We have no record of having issued any clearance at the source to the Commodore Record Company, 415 Lexington Avenue, New York City. There is apparently some misunderstanding on their part. If a station desires to broadcast phonograph records manufactured by this company, it will be necessary for the station to have the regular form of ASCAP license."

ED YOCUM RE-ELECTED FOURTEENTH DISTRICT DIRECTOR

The largest attendance in its history cast a unanimous ballot for the re-election of Ed Yocum, KGHL, as NAB Fourteenth District Director in Denver, February 8.

The nominating committee, Hugh Terry, KLZ, chairman; Don Hathaway, KDFN, and Ralph Hardy, KSL, placed only Yocum's name before the meeting, election being by acclamation. In accepting return to office, Yocum expressed gratitude for the support exhibited by the ballot and at the same time urged the Fourteenth District broadcasters to be thinking of his successor, disclaiming any interest in another term.

The two day session began on February 7 with a discussion headed by C. E. Arney, Jr., Secretary-Treasurer and temporary Managing Director of NAB, which covered the legislative situation, including the Bankhead Bill, and import of current tax measures. Arney resumed in the afternoon with selective service, re-employment and post-war matters. Many aspects of new legislation were discussed, including programming of political broadcasts, network and local.

On music matters, the broadcasters heard from Carl Haverlin, BMI, while Frank Chizzini, NBC Thesaurus, Chicago, discussed the recording situation. K. A. Jadassohn spoke for the Treasury Department and Leonard Callahan, SESAC, gave advice on the subject of copyrights.

Luncheon speaker the first day was Frank Jameson, Director of Publicity for the Colorado Public Service Corporation, former newspaper man, who spoke on a broadcaster's operation in the public interest. Willard Egolf, NAB Assistant to the President, who introduced Jameson, stated that broadcasters, seeking to preserve freedom of the air, should make themselves secure in the things upon which all freedom thrives, satisfaction and support of the public.

William Welsh, OWI regional representative, gave a report showing the magnificent support of the war effort by the broadcasting industry, figures on which are being made available to NAB headquarters.

Major Victor Grant spoke at luncheon on February 8. Major Grant was a British officer in the first World War and is now a Special Service Officer of the Colorado State Guard, chairman of the Speakers' Division of the War Savings Staff and member of the Colorado State War Finance Committee and Victory Fund Committee.

Willard Egolf reviewed industry public relations activities since the appointment of a Public Relations Committee a year ago and called attention to a "subject manual" on station public relations for which the committee needs comments and suggestions from broadcasters before publication.

The resolutions committee, consisting of Jim Carroll, KWYO, chairman, Florence Gardner, KTFI, and Rex Howell, KFXJ, prepared resolutions strongly condemning the Bankhead Bill; urging broadcasters to make greater and more intelligent use of BMI material; thanking Neville Miller for his untiring and faithful service as President of NAB and promising support to J. Harold Ryan, new President; commending the Columbia Recording Company, NBC Thesaurus and The RCA Recording Company for their stand against Petrillo; expressing confidence in the NAB Legislative Committee's ability to obtain proper legislation; extending deep appreciation to Earl Glade. former Vice-President, KSL, now Mayor of Salt Lake City, for his services to the industry and to the Fourteenth District; expressing appreciation to William Welsh, OWI regional representative, for his services and urging OWI to clear all material through the regional office, for purposes of emphasis, efficiency and priority and thanking Denver radio stations KOA, KLZ, KFEL, KVOD and KMYR for their hospitality as well as commending Director Ed Yocum for arranging such an interesting and constructive agenda. The resolutions were passed on the floor of the meeting.

Three sound films, "On the Air!" Westinghouse, Inc., production, and the two General Electric films, "The Story of FM" and "Sight-seeing at Home," television vehicle, were enjoyed by all.

Ed Yocum announced applications for membership in NAB from KMYR, Denver, and The Katz Agency, Inc. (associate).

Following the re-election of Ed Yocum as Fourteenth District Director at the opening of the Tuesday morning session, the meeting turned to a discussion of sales problems with W. E. Wagstaff in the chair as District Chairman of the Sales Managers Committee. Lewis H. Avery, NAB Director of Broadcast Advertising, outlined the program of sales promotion activities being undertaken by the sales managers.

During the review of the results and follow-up of the Retail Promotion Plan, James R. MacPherson of KOA stated that he would like to have a set of the films, "America Takes to the Air" and "Why Radio Works" for frequent use with retail advertising prospects. The ensuing discussion produced the suggestion that one set of these prints—since 17 sets are available—be kept at a central location in each district for the use of those stations in the district that subscribed to the Retail Promotion Plan.

The proposal of the Sales Managers Executive Committee to prepare special presentations to the motion picture industry and to the building and housing industry was received with special enthusiasm. Various speakers from the floor urged two presentations: one for use on national prospects and the other for use on local prospects.

Here is a list of those who attended the two-day meeting:

Hugh B. Terry and Fred C. Mueller, KLZ; James R. MacPherson, R. H. Owen, D. A. McColl and Clarence C. Moore, KOA; Al G. Meyer, KMYR; Con Hecker, T. C. Ekram and V. W. Corbett, KVOD; Mark C. Crandall, Frank L. Bishop and Gene O'Fallon, KFEL; Rex Howell and Mrs. Mildred Fuller, KFXJ; J. H. McGill, KGHF; Francis Price and Kenneth V. Cooper, KFKA; Florence M. Gardner, KTFI; Ruthe A. Flether, KSEI; Ed Yocum, KGHL; W. E. Wagstaff and L. A. Loeb, KDYL; Dan R. Vincent and Ralph W. Hardy, KSL.

Jim Carroll, KWYO; Pat O'Halloran, KPOW; William C. Grove, KFBC; D. L. Hathaway, KDFN; Leonard D. Callahan, SESAC; E. J. Gough, SESAC; C. Howard Lane, CBS; Carl Haverlin, BMI; Paul Ray, John Blair & Co.; Frank E. Chizzini, NBC; Alex Sherwood, Standard Radio; A. Josephsen, RCA; C. E. Arney, Jr., Lewis H. Avery and Willard D. Egolf, NAB; Jennings Pierce, NBC; Frank R. Jamison, Public Service Company of Colorado; Robert B. Hudson, Rocky Mountain Radio Council; Major Howard Peterson, U. S. Army; William Welsh, OWI; and K. A. Jadassohn, U. S. Treasury.

SALT LAKE CITY BROADCASTERS MEET WITH EGOLF AND AVERY

Salt Lake City, Feb. 9.—Learning that Willard D. Egolf, NAB Assistant to the President, and Lewis H. Avery, NAB Director of Broadcast Advertising, planned to stop in Salt Lake City enroute from Denver to Los Angeles, S. S. (Sid) Fox arranged a luncheon meeting of the Salt Lake City broadcasters.

Members of the production and sales staffs of the local stations met with the NAB representatives for an informal discussion of public relations and sales problems.

Following the luncheon, the group witnessed the films, "America Takes to the Air" and "Why Radio Works," from the Retail Promotion Plan, "Air Force and the Retailer."

At the conclusion of the films, Avery outlined the plans for a continuing and closer co-operation of NAB with the National Retail Dry Goods Association. He described the new monthly bulletin of NRDGA called "Sales Promotion Exchange," and devoted to newspaper, radio and display advertising. In outlining the plans of the Sales Promotion Division of NRDGA for a Sales Promotion Convention at Cincinnati, Ohio on April 4, 5, and 6, with the third day devoted exclusively to the advantages and use of broadcast advertising, Avery urged those in attendance to try to participate in this meeting.

The 21 broadcasters seated around the luncheon table included:

S. S. Fox, KDYL; W. E. Wagstaff, KDYL; Ralph W. Hardy, KSL; Alvin G. Pack, KDYL; Tom Anderson, KDYL; G. A. Provol, KDYL; George Snell, KDYL; Fred Horwitz, KDYL; Frank C. Carman, KUTA; Jack Burnett, KUTA; Dan H. Vincent, KSL; Frank McLatchy, KSL; E. J. Drucker, KDYL; Lennox Murdock, KSL; Arthur Gaeth, KLO; James C. Mahlum and Lynn L. Meyer, Intermountain Network; Arch L. Madsen, KOVO; H. Perry Driggs, KSL; L. A. Manwaring, KSL, and E. J. Broman, KSL.

SIXTEENTH DISTRICT ELECTS NEW DIRECTOR IN WILLIAM B. RYAN, KFI-KECA

Jim Farley Talks to Broadcasters

William B. Ryan, General Manager of KFI-KECA, was elected Director of the Sixteenth NAB District in Los Angeles February 11, replacing Calvin J. Smith, KFAC. An unanimous ballot was cast for Ryan, who came to radio in 1937 after 9 years with Foster and Kleizer, outdoor advertising firm of San Francisco, when he became Sales Manager of KPO-KGO, San Francisco. With the division of KPO and KGO, Ryan became manager of KGO. His full title is General Manager of the Radio Division of Earle C. Anthony, Inc., owner of KFI-KECA.

Calvin J. Smith would not consent to have his name placed in nomination for reelection, when nominations were called for from the floor, there being no nominating committee.

Added highlight of the day was the appearance of James Farley, former Postmaster General of the United States. "Stay on guard against any encroachment on freedom of speech in America," he said. "Be alert to prevent any misuse of your great medium for public oppression, as in other parts of the world." The remainder of his talk was off the record.

C. E. Arney, Jr., Secretary-Treasurer and temporary Managing Director of NAB, led discussions of new legislation, ASCAP, Petrillo, labor matters, war activities, selective service, post war matters and other current problems of the industry, being assisted by Carl Haverlin of BMI and Frank Chizzini, NBC Thesaurus, Chicago.

Leonard Callahan, SESAC, and representative of the War and Navy Departments, OWI and Treasury, spoke at the luncheon.

Leading off the afternoon session of the one day meeting, Lewis H. Avery outlined plans of the Sales Managers' Executive Committee, especially with regard to activities growing out of the showings of the Retail Promotion Committee Plan. Details of the plan to prepare a presentation to the motion picture industry and to the building and housing industry were received with enthusiasm.

The subject of public relations was handled by Gil Paltridge, KFI-KECA, Sixteenth District Public Relations Chairman, who introduced Willard D. Egolf, NAB Assistant to the President, for a report of public relations activities and discussion of the proposed book now in preparation.

Resolutions were passed condemning the Cannon-Mills bill; expressing confidence in the NAB Legislative Committee; commending NBC Thesaurus, the Columbia Recording Company and the RCA Recording Company for their stand against Petrillo; urging wider and more intelligent use of BMI material; thanking Neville Miller for his service to the industry while president and expressing confidence in J. Harold Ryan, newly elected president; calling for greater unity within the industry and inauguration of a membership campaign by NAB; and expressing sincere appreciation to Calvin J. Smith, retiring director, while extending a vote of confidence to William B. Ryan, elected to succeed Smith.

The broadcasters closed the day with a showing of the Westinghouse, Inc., sound film "On the Air!" and the two General Electric films, "The Story of FM" and "Sightseeing at Home," a television vehicle.

The full registration list is as follows:

Jane Alvies, OWI; Lewis H. Avery, C. E. Arney, Jr., and Willard Egolf, NAB; Ruth Arnold, C. E. Hooper; Ed Buckalew, CBS; Ethel Bell, Southern California Broadcasters' Association; Dean Banta, Kern; Matt Barr, H. L. Blatterman, John I. Edwards, Ernest Felix, Curtis Mason, J. P. Paltridge, W. B. Ryan, and Clyde Scott, KFI-KECA; Ralph Brunton, KQW-KJBS; F. E. Chizzini, NBC Thesaurus; Fox Case, J. Archie Morton, and Harry Witt, KNX; Ned Connor, KRKD, Leonard D. Callahan, SESAC, Lt. John Christ, U. S. Navy; Pat Campbell, KHJ; Clyde Coombs, KARM; Carlton Coveny, John Blair Company; Glenn Dolberg, BMI; W. B. Davison, NBC Radio Recording Division; Dave Blickman, Broadcasting Magazine.

W. R. Gleeson, KPRO; Emile Gough SESAC and U. S. Treasury; Carl Haverlin, BMI; BMI; M. R. Harris, KFSD; K. A. Jadassohn, U. S. Treasury; Thelma Kirchner, KGFJ; Jerry King, Standard Radio; W. W. Kenney, Graybar Electric; Lou Keplinger, OWI; Lee Little, KTUC; Lt. Eugene Lee, Air-Wacs; Harry Maizlish, KFWB; C. G. Matson, Edward Petry Co., Inc.; A. J. Mosby, KGVO; C. P. MacGregor, C. P. MacGregor Co.; Lawrence W. McDowell, KFOX; Van C. Newkirk, ABC Network; Jennings Pierce, NBC; Edward Petry, Edward Petry & Co.; Bill Ray and Neil Reagan, KFWB; Commander Requa, U. S. Navy; Jack Richardson, Standard Radio; Tom Ray, Katz Agency, Inc.; E. L. Spencer, KVOE; Wayne Sanders, KTUC.

L. A. Schamblin, KPMC; Calvin J. Smith, KFAC; Bob Stoddard, KOH, S. W. Scott, Graybar Electric; Ivor Sharp, KSL; Kenneth H. Thornton, KXO; Don Thornburgh, CBS; Maury A. Vroman, KFXM; Wallace Wiggins, KVOE; Lee Wynne, KGER; H. W. Wilson, KPRO; William Welch, OWI; Mrs. E. Woods, C. E. Hooper, Inc.; Commander Zukor, U. S. Navy.

INDUSTRY THANKED BY INFANTILE PARALYSIS FOUNDATION

In a letter to Neville Miller, dated February 11, 1944, Basil O'Connor, President of the National Foundation for Infantile Paralysis, praised radio for its cooperation. His letter follows:

"I wish to thank you for your generous help in again serving as Chairman of the National Radio Division of The National Foundation for Infantile Paralysis' 1944 fund-raising appeal.

"We can't think of a better evidence of Democracy at work than the overwhelming generosity with which Americans everywhere have responded to appeals such as those which you made to the radio industry. It's gratifying to know that even in the midst of global war, our people have the strength and humanity to help the thousands of children crippled by infantile paralysis.

"It's help such as yours that speeds the day when this cruel disease will no longer threaten the children of our nation."

RTPB ACTIVITIES

Haraden Pratt, Chairman of Panel 8 on Radio Communications of the Radio Technical Planning Board, has announced the organization of Committee 3 on International Broadcasting within that panel.

The first meeting of the International Broadcast Committee was held on February 11 in New York City. The committee will formulate recommendations covering technical and allocation problems peculiar to international broadcasting. It was decided to conduct this activity within Panel 8 as the allocation and propagation problems of international broadcasting are similar to those encountered in the field of international radio communications.

The committee elected as chairman Raymond F. Guy of the National Broadcasting Company, and Walter S. Lemmon, President, World Wide Broadcasting Corporation, vice chairman. A secretary has not yet been designated. The present membership of the International Broadcasting Committee follows:

Mr. Raymond F. Guy, Chairman (M), National Broadcasting Company, New York, N. Y.

Mr. Walter S. Lemmon, Vice Chairman (M), World Wide Broadcasting Corp., New York, N. Y.

Mr. Dwight A. Myer (M), Westinghouse Elec. & Mfg. Co., Baltimore, Md.

Mr. Royal V. Howard (M), The Associated Broadcasters, Inc., San Francisco, Calif.

Mr. Wesley I. Dumm (A), The Associated Broadcasters, Inc., San Francisco, Calif.

Mr. Ronald J. Rockwell (M), Crosley Corporation, Cincinnati, Ohio.

Mr. P. J. Konkle (A), Crosley Corporation, Cincinnati, Ohio.

Mr. J. L. Hollis (A), Crosley Corporation, Cincinnati, Ohio.

Mr. V. E. Trouant (M), RCA Victor Division, Camden, N. J.

Mr. Mark L. MacAdam (A), World Wide Broadcasting Corp., Brockton, Mass.

Mr. Guy C. Hutcheson (M), Columbia Broadcasting System, Inc., New York, N. Y.

Mr. Howard S. Frazier (M), National Association of Broadcasters, Washington, D. C.

Mr. A. E. Barrett (M), British Ministry of Supply Mission, Washington, D. C.

FM Panel Changes

On February 11, Dr. W. R. G. Baker, Chairman of RTPB, regretfully accepted the resignation of G. E. Gustafson, Vice President in charge of engineering of the Zenith Radio Corporation, as chairman of Panel 5 on Very High Frequency Broadcasting (FM). Mr. Gustafson asked to be relieved of the chairmanship for reasons of health, but will continue as a member of the panel and serve in an advisory capacity to the new chairman.

At the same time, Dr. Baker announced the acceptance of the chairmanship by C. M. Jansky, Jr., of the firm of Jansky & Bailey, consulting radio engineers of Washington, D. C. Mr. Jansky was previously vice chairman of the Panel. W. R. David of the General Electric Company, Schenectady, New York, is the new vice chairman.

NAB OPERATOR TRAINING

The first NAB training class of twelve women, currently being conducted in the New York studios of all four major networks under the supervision of RCA Institutes, Inc., will graduate early in March.

In a recent examination, the women attained excellent grades. The highest mark was 100% and the lowest, 80%. Six students were graded between 90 and 98.

Stations desiring to employ these students upon graduation are invited to contact Howard S. Frazier, NAB Director of Engineering.

WGAR AND WJR SURVEY 75 STATIONS

Broadcasters increasingly are giving their communities a high standard of service, and radio is perhaps making the greatest single contribution to the war effort on the home front.

So declares John F. Pratt, vice-president and general manager of WGAR, Cleveland, in announcing some of the results of a recent survey by executives and department heads of WGAR and WJR, Detroit.

The survey, made in December, covered 75 stations in: St. Louis, Kansas City, Milwaukee, Indianapolis, Toledo, Des Moines, Detroit, Rochester, Syracuse, Schenectady, Boston, Providence, Hartford, Philadelphia, Baltimore, Washington and Cincinnati.

Paired off in teams of two, WGAR and WJR representatives spent two to three days in each of 16 cities, interviewing and exchanging ideas with managers, program directors, sales managers and other executives.

"Sometimes we stay so close to our own sphere of operations that we miss out on a lot of good ideas and practices," he believes.

Stations Study Public Likes and Dislikes

Substantially all stations studied were reported quick to respond to public likes and dislikes. Surveys are constantly studied and audience mail is analyzed to determine just what the listeners want to hear. There is a tendency toward program stabilization. In other words, listeners are acknowledged to have formed listening habits and they like to know that when they tune in a station at a certain time, they will hear a certain program.

No Attempts to Influence News

News is easily one of any station's strongest local services. The stations covered in the survey average about ten local newscasts a day, with most of them sold to local sponsors. In no case was it found that any advertiser influences or attempts to influence news content. Most stations feel that there will probably be fewer newscasts on the air following the war, but commentators will continue to hold their own for some time to come. News is adaptable to all kinds of accounts. Most stations have high standards of copy acceptance on sponsored news shows.

Early morning time follows a similar pattern throughout the area covered on the trips. Washington, D. C., stations have created a taste for one-man personalities with considerable success, but in general other cities emphasize good transcribed or recorded music with time, temperature and weather given a big play.

Women's programs follow a similar pattern in all areas. Comments on rationing, fashions, foods, recipes, club activities and war activities are sure-fire.

Department Stores Use Radio

Most cities report success in selling, and, keeping sold, department stores. The types of programs they sponsor are varied. No conclusion can be reached as to the perfect department store program. Many of them employ either women commentators or early morning musical programs.

A lot of thought and care is being given to the production of war effort features, but they are concentrated in regularly established studio shows of a variety nature. A good deal of attention is given soldier-sailor shows, either from the studio or from a nearby camp or base. Almost every station interviewed has more than one program of this type.

Rigid Continuity Standards

In the matter of continuity acceptance, a substantial number of stations report the enforcement of rigid standards. It is apparent that more and more stations are concerned about the kind of accounts they will accept and just what they will permit sponsors to say about their products or their services.

Promotion Declines

Not many stations are finding it desirable to devote as much effort to station and program promotion as they did before the war. Practically all stations send out letters to the trade. A few will call on the trade in person, several use car cards and billboards and a considerable number use newspaper space, principally through outright purchase of space. Almost every station does a certain amount of direct mail promotion through the use of brochures, surveys, market data and merchandising offers.

Little Post-War Planning

The demands of war programming have left little time for stations to plan for after the war. Few stations have any concrete idea of what their programs will be like when peace comes. All agree that there is a problem facing them. In general, station management believes there will be little basic change in radio after the Axis is defeated. The likes and dislikes of listeners will remain about the same. They believe there must be more variation in daytime program schedules, referring to the fact that certain daytime variety shows have top ratings which are still on the rise. Almost without exception it was found that two morning variety programs on one of the networks had the highest rating in the respective cities.

Stations Watch New Services

With reference to FM, Television and Facsimile, the analysis showed that stations are not sure of the steps they will take but they are watching technical and regulatory phases carefully, before committing themselves wholeheartedly.

Radio Functions in Public Interest

Summing up the results of the survey, Patt expressed satisfaction as to its net accomplishment. He said he was convinced that the American broadcaster is first of all a good patriotic American and at the same time a sound business man.

"We have every reason to believe that our system of free American radio is functioning in the public interest and that the listener is, after all, a most influential critic," he concluded, "American broadcasters have their ears close to the ground and they're quick to respond to public likes and dislikes."

3,750,000 BATTERY PACKS PRODUCED IN 1943

The production of battery packs to operate rural radio sets totaled no less than 3,750,000 units in 1943 according to Arthur Stringer of NAB.

For reasons that cannot be specified at this time, he expressed the belief that battery packs available to farmers would register an increase in 1944. The prediction was made with full knowledge of the current paper shortage which affects the supply of corrugated shipping containers and the labor shortage which recently reduced production in one area.

MORE AMERICAN SETS FOR BRITISH

The Wireless and Electrical Trader, London, in its January 15 issue quotes the Evening News of Jan. 4, as follows:

"100,000 RADIOS
To Be on Sale Soon

"Another 20,000 radio sets, ordered by the Board of Trade from America, are now arriving in Britain. It is hoped that with 14,000 American sets already here, and 70,000 British sets that are now being assembled ready for distribution, they will put an end to the immediate shortage."

NEW TREASURY ETs REACHING STATIONS

Treasury 5-minute and 15-minute transcribed programs, available for local sponsorship, were moving out to stations this week, according to conversation with Emerson Walsman, War Finance Division, Treasury Department, Washington Building, Washington, D. C.

The format of these transcriptions is such that they may be used commercial or sustaining at the option of management.

"Song Parade" has been dropped and "Star Parade" will be discontinued with transcription No. 348.

OUTLER NEW WSB MANAGER

John M. Outler, for the past thirteen years commercial manager of WSB, Atlanta, has been promoted to station manager, it was announced by J. Leonard Reinsch, managing director WSB-WIOD-WHIO. Outler is a member of the sales executive committee of NAB and served as chairman of that body for 1942-43. He is also Fifth District chairman of the sales managers committee.

WASK DELIVERS IN LAFAYETTE

Bayne A. Spring, WASK, took the lead locally in engineering the Fourth War Loan campaign in Lafayette, Ind. On January 24, Eagles' Bond Drive, 9:30-11:00 p.m., sold $5,300. This was followed on January 31 by Elks' Bond Drive, 9:30-12:00 p.m., which turned up $176,000 with $24,000 more in sight. Another $5,200 came from church organizations promoted by a 15-minute daily program.

"We're not vain but *mighty* proud of the results," said Mr. Spring, "because we're only a 250 watter and we didn't have much help. We're still going strong."

REACHES QUOTA IN DAY

Cape Girardeau, Mo., made its 4th War Loan bond quota in one day and Station KFVS raised a total of $66,000 of the $160,000 quota. These pledges were exceeded only by the combined pledges of all Cape Girardeau banks. All this is in accordance with a note from Miss Virginia Bahn of KFVS.

NAB ASSOCIATION OF WOMEN DIRECTORS STAGE BIG EVENT

A nation wide project of outstanding significance in radio breaks in New York at the Hotel Roosevelt on Feb. 19th. 650 women broadcasters inaugurate the American Home Campaign at a luncheon and an NBC network show. Miss Ruth Chilton, WCAU, Philadelphia, is President of the Association of Women Directors. Plans have been under way for several months for this campaign which will appeal to millions of listeners everywhere during March, April and May, in the interest of the American Home. The women broadcasters are pleased to announce that twenty-one major national organizations will cooperate. They are:

National Congress of Parents & Teachers
Children's Bureau, U. S. Dept. of Labor
United Council of Church Women
National Conf. of Christians & Jews
National Federation of Music Clubs
National Kindergarten Association
American Institute of Decorators
American Library Association
National Society of New England Women
American Social Hygiene Association
National Council of Women
National Music Council
Girl Scouts, Inc.
Parents' Forum
National YWCA
Camp Fire Girls
National Safety Council
Women's Action Committee
Association for Family Living
National Needlecraft Bureau
National Association of Women Lawyers

Their participation will consist of the issuance of specially prepared spot announcements to the 650 association members during the spring months. Each series will be based upon the particular interest of the organization as it relates to the American Home—slanted from the background and objectives of the groups. For instance, the National Federation of Music Clubs, National Music Council and Mrs. Marjorie Lawrence of the Metropolitan Opera will appeal for more music in the home; the United Council of Church Women for more religion in the home, the American Library Association will stress the importance of home reading, the National Safety Council will highlight safety measures in the home, etc. Thus, in a short period of time will be carried on the greatest editorial campaign yet effected. The Parents Forum will conduct a contest with prizes from March 15-April 15. Listeners will be asked to write letters under the title "What can I do in my Home to Insure the Promise of a Happier Post War World." (see special notice in the contest elsewhere in this issue of REPORTS)

On February 19th, an AWD business meeting will be held followed by a panel discussion by leading women commentators, namely,

Panel Discussion—Chairman, Mildred Bailey, WTAG, Worcester; Victoria Corey, KDKA, Pittsburgh; Mary Mason, WRC, Washington, D. C.; Ruth F. Crane ("Mrs. Page"), WJR, Detroit; Jane Tiffany Wagner, NBC, New York; Ann Erickson, WHAI, Greenfield, Mass.; Helen Sioussat, CBC, New York; Rhea McCarty, WCOL, Columbus; Hazel Cowles, WHAM, Rochester; Kathryn Cravens, WNEW, New York; Alma Kitchell, Blue, New York; Lisa Sergio, WQXR, New York; Bessie Beatty, Mutual, New York; Linnea Nelson, J. Walter Thompson Co., N. Y.; Mary Margaret McBride, NBC, New York.

The subject will be "The Importance of the Strategic Role of the Woman Broadcaster."

At the luncheon, the following persons will speak:

Governor Earl Warren, California (Broadcast from California)
John Roy Carlson, Author
Katherine Lenroot—Chief, Children's Bureau, U. S. Dept. of Labor.
Mrs. William Hastings—Pres., National Congress of Parents and Teachers
Mrs. Harold V. Milligan—Pres., National Council of Women
Edwin Hughes—Pres., National Music Council
Mrs. Guy Gannett—Pres., National Federation of Music Clubs
Clara Savage Littledale—Editor, Parents' Magazine
Nancy McClelland—Past-Pres., American Institute of Decorators
Mrs. Paul T. Kammerer—Vice-Chmn., Exec. Comm. Girl Scouts, Inc.
Mrs. Leon E. Bushnell—Pres., Natl. Society of New England Women
Mrs. Norman deR. Whitehouse—Pres., Women's Action Committee
Amy O. Welcher—Pres., United Council of Church Women
Mrs. Robert Moore—Chmn., Awards Committee, Camp Fire Girls New York Council
Mrs. Maurice Moore—Chmn., Public Relations Committee, National YWCA
Anne Barnard—Dir., Women's Div., National Safety Council
Dorothy Lewis—Coordinator of Listener Activity, NAB

At 2:15-2:30—a portion of the program will be broadcast over the NBC network. The keynote speech will be made by Governor Earl Warren from San Francisco. Mrs. William Hastings, President, National Congress of Parents and Teachers, representing 5,000,000 members will speak, as will Mr. John Roy Carlson, author of "Under Cover." Marjorie Lawrence of the Metropolitan Opera will sing. A large number of agency women executives and leaders will attend. This promotion has been under the direction of Dorothy Lewis, Coordinator of Listener Activities.

AMERICAN HOMES CONTEST

At the NAB Public Relations Committee Meeting Dorothy Lewis gave a resume of the forthcoming "American Home Campaign" of the Association of Women Directors of NAB, to take place during March, April and May (see *The Beam*, January issue). The significance of this event is indicated by the official cooperation of 21 major national organizations.

The Parents' Forum of the *Parents' Magazine* will sponsor a letter contest from March 15th to April 15th under the title, "What I Am Doing in My Home to Strengthen the Promise of a Happier Postwar World." Modest prizes will be awarded to national winners. Three members of the Public Relations Committee felt that they would like to offer local prizes as well over their own stations. They suggested that we pass on the idea to you. Here is a way to do a tremendous public service, to gain good will of the participating national organizations through their local leadership, to do a good job of mail-pulling and, most important, it will add prestige to your local women's program. Details can be worked out with your women broadcasters. We will be pleased to assist, if you wish further details.

JETT SWORN IN

Ewell K. Jett February 15 took his oath of office as a Commissioner of the Federal Communications Commission, succeeding George Henry Payne whose term expired June 30, 1943.

Mr. Jett was nominated for the position by President Roosevelt on January 12, 1944. He was confirmed by the Senate on February 11. He has been Chief Engineer of the FCC since January 1, 1938.

ADAIR NEW CHIEF ENGINEER

Appointment of George P. Adair as Chief Engineer of the FCC to succeed E. K. Jett who became a Commissioner was announced by the Commission February 16, effective at once.

Mr. Adair has been serving as Assistant Chief Engineer in charge of the Broadcast Division since December 16, 1941.

At the same time, the Commission announced the appointment of Philip F. Siling, Chief of the International Division, to take the position vacated by Mr. Adair. Marion Woodward, Assistant Chief of the International Division, was promoted to Chief of the Division.

The Commission also addressed a letter of commendation to George E. Sterling for his work as Chief of the Radio Intelligence Division.

Mr. Adair has had more than a score of years of experience in varied fields of radio communication. Born at Rancho, Texas, December 8, 1903, Mr. Adair attended local schools and was graduated from Texas A. & M. College in 1926 with a B.S. degree in electrical engineering. While in high school he worked on electrical installation and repair and held an amateur operator's license. While in college he specialized in communication engineering, taking special courses and serving as cadet captain in charge of radio training. During the period from 1921 to 1926 he attended Signal Corps officer training camp and otherwise participated in mathematical and electrical instruction, work and study.

Upon graduation from college, Mr. Adair was employed for about three and a half years by the Radio Engineering Department of the General Electric Company, during which time he traveled extensively developing, designing, testing, and installing radio equipment and systems. In 1929 he became associated with Straus Bodenheimer, Texas electrical distributor, which brought him additional experience in problems of radio interference, service blanketing, cross modulation and static.

In 1931 Mr. Adair joined the broadcast engineering staff of the Federal Radio Commission. From April 1936 to August 1939 he served as Acting Assistant Chief of the Engineering Broadcasting Division of the FCC. On August 1, 1939, he was promoted to Assistant Chief of the Broadcast Division. In his official capacity Mr. Adair has made extensive studies of all phases of broadcast allocation, including recommendations and reports on applications, equipment, service and interference, and was active in drafting the Standards of Good Engineering Practice governing broadcast and other radio services. He is a member of the Institute of Radio Engineers.

Mr. Siling was born in East Orange, N. J., August 14, 1897, and was graduated from Yale University in 1917 with a Ph.B. degree in electrical engineering. He was associated with the International Telephone and Telegraph Corporation as Outside Plant Engineer and Acting Plant Operations Engineer from 1929 to 1933. He was Assistant Deputy Administrator with the National Recovery Administration from 1933 to 1935. In 1935 he joined the Federal Communications Commission as a telephone engineer and in 1937 was made Assistant Chief of the International Division of the Engineering Department. He was made chief of the International Division on May 1, 1941.

Mr. Woodward was born February 5, 1902, at Cape Charles, Virginia. He attended the public schools there. He was graduated from the Virginia Polytechnic Institute with the degree of B.S. in electrical engineering in 1922. He served as an engineer with the Western Union from 1922 to 1929, with the International Telecommunications Laboratories from 1929 to 1933, with Postal Telegraph in 1934 and joined the Commission staff in 1935.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, February 21. It is subject to change.

Wednesday, February 23

WNAC—The Yankee Network, Inc., Quincy Mass.—C. P. to move auxiliary transmitter. **1260 kc.**; 1 KW; for auxiliary purposes only.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

KNOE—KNOE, Inc., Monroe, La.—Granted petition requesting reinstatement and grant of application (B3-P-2887, Docket 5995, B-148), for construction permit for a new station to operate on **1450 kc.**, 250 watts, unlimited time, transmitter site and antenna system to be determined subject to Commission approval. The application is granted pursuant to Commission's Policy of January 26, 1944.

The Fort Hamilton Broadcasting Co., Hamilton, Ohio—Granted application for construction permit for a new station to operate on **1450 kc.**, with 250 watts power, unlimited time, transmitter site to be determined subject to Commission approval, and subject to procedural requirements of Public Notice of January 26, 1944 (B2-P-3469, Docket 6469, B-180).

Robin Weaver, Sr., Clarksdale, Miss.—Granted request of permittee of new station, to change assigned call letters from WARW to WROX.

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Cal.—Granted extension of license for the period ending May 31, 1944, pending determination of the renewal application under the Multiple Ownership Rule, Sec. 3.25.

WDSU—WDSU, Inc. (Assignor), E. A. Stephens, Fred Weber and H. G. Hall, d/b as Stephens Broadcasting Co. (Assignees), New Orleans, La.—Granted consent to voluntary assignment of license and construction permit of Station WDSU, from WDSU, Inc., to E. A. Stephens, Fred Weber and H. G. Wall, d/b as Stephens Broadcasting Co. No monetary consideration involved; purpose is to change licensee from that of corporation to a partnership (B3-APL-17).

WSAM—Adolph Greenebaum, Deceased (Transferor), Milton L. Greenebaum (Transferee), Saginaw Broadcasting Co. (Licensee), Saginaw, Mich.—Granted consent to acquisition of control over Saginaw Broadcasting Co., licensee of Station WSAM, by Milton L. Greenebaum by the purchase of 35 additional shares (B2-TC-348).

WKNY—Benj. F. Feiner, Jr., Morris S. Novik, and Louis J. Furman (Transferors), Myer Wiesenthal, Charles C. Swaringen, et al. (Transferors), Kingston Broadcasting Corp. (Licensee), Kingston, N. Y.—Granted consent to voluntary transfer of control of Kingston Broadcasting Corp., licensee of Station WKNY, from Benjamin F. Feiner, Jr., Morris S. Novik, and Louis J. Furman, to Myer Wiesenthal, Charles C. Swaringen, et al., representing purchase of 750 shares or 50% of the outstanding stock for a total consideration of $15,000 (B1-TC-347).

WKEU—Radio Station WKEU, Griffin, Ga.—Granted renewal of license (B3-R-819) and construction permit (B3-P-3246) for increase in power from 100 to 250 watts, and to install new antenna on the frequency **1450 kc.**, subject to condition that operation during the broadcast day with 250 watts shall not be commenced until completion of construction and approval of installation by the Chief Engineer of the Commission; such approval being contingent on submission of field measurements showing an efficiency of 150 mv/m per KW for the antenna system.

MISCELLANEOUS

WINS—Hearst Radio, Inc., New York City—Granted license (B1-L-1791) to cover construction permit for change in frequency to **1010 kc.**, increase in power to 10 KW, change in hours of operation to unlimited; installation of new transmitter and directional antenna for day and night use, and move of transmitter, subject to condition that licensee shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation. Also granted authority to determine operating power by direct measurement of antenna power (B1-Z-1574).

KNBH—National Broadcasting Co., Inc., Hollywood, Cal.—Granted license (B5-LRY-296) to cover construction permit for new relay broadcast station; frequency **1606, 2074, 2102** and **2758 kc.**, 500 watts.

W6XLA—Television Productions, Inc., Los Angeles, Cal.—Granted modification of construction permit (B5-MPVD-109) for extension of completion date of new experimental television station to March 1, 1944.

KGBK—Helen Townsley, Area of Great Bend, Kans.—Granted renewal of relay broadcast station license for the period ending Oct. 1, 1944 (B4-RRY-240). Also granted Voluntary Assignment of license to KVGB, Inc. (B4-ALRY-22).

Hildreth & Rogers Co., Lawrence, Mass.—Placed in pending file application for construction permit (B1-PH-153) for new FM broadcasting station.

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Granted petition to continue hearing on application for renewal of license from February 9 to March 8, 1944.

WSPR—WSPR, Inc., Springfield, Mass.—Granted motion to amend application for construction permit so as to request the use of **1270 kc.**, with power of 1 KW day, 500 watts night, using DA day and night, instead of 1 KW day and night, and removed application from the hearing docket.

WNAC—The Yankee Network, Inc., Boston, Mass.—The Commission on its own motion continued to Monday, April 24, the hearing now set for February 23, on application for construction permit to move auxiliary transmitter locally in Quincy, Mass.

KOMA—KOMA, Inc., Oklahoma City, Okla.—Granted petition to amend application for construction permit, on condition that applicant, within 15 days from date hereof, shall furnish the Commission with full technical information as requested in FCC Form No. 301 (revised March, 1941), paragraphs 18 through 28, inclusive, and that the application be retained in the hearing docket. The amended application requests use of same frequency, **690 kc.**, but with 5 KW day, 500 watts night, without directional antenna either day or night. The hearing notice heretofore issued was supplemented by the following issue: "To determine which will better serve the public interest, convenience and necessity, the use of the frequency 690 as proposed by KOMA (B3-P-2703) or as proposed by KGGF, Coffeyville, Kans., operating as proposed in its application for renewal (B4-R-710) or as proposed in its application for construction permit" (B4-P-2883).

APPLICATIONS FILED AT FCC

970 Kilocycles

WICA—WICA, Inc., Ashtabula, Ohio.—Special service authorization to operate unlimited time on **970 kc.,** using 1 KW day and 100 watts night for the period ending 8-1-44.

1230 Kilocycles

NEW—Marietta Broadcasting Co., Virgil V. Evans, Sole Owner, Marietta, Ga.—Construction permit for a new standard broadcast station to be operated on **1230 kc.,** 250 watts power, unlimited hours of operation.

WACO—Frontier Broadcasting Co., Inc., Waco, Texas.—Construction permit to change frequency from **1450 kc.** to **1230 kc.**

1240 Kilocycles

NEW—WARC, Inc., Rochester, N. Y.—Construction permit for a new standard broadcast station to be operated on **1240 kc.,** 250 watts power, unlimited time. Amended: re equipment.

1280 Kilocycles

WOV—Wodaam Corporation, New York, N. Y.—Transfer of control of licensee corporation from Arede Bulova and Harry D. Henshel to Murray Mester and Meyer Mester.

1400 Kilocycles

KTCK—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.—Voluntary assignment of license to O. L. Taylor.

1470 Kilocycles

WSAN—Lehigh Valley Broadcasting Co., Allentown, Penna.—Modification of license to change hours of operation from sharing time with WCBA to unlimited time, facilities of WCBA.

1480 Kilocycles

WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Modification of construction permit (B2-P-3334, which authorized changes in equipment, frequency, increase power and directional antenna for night use) for changes in antenna system and extension of completion date.

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Modification of construction permit (B4-ML-1157), which authorized increase in night power, using directional antenna for changes in the ground system.

1490 Kilocycles

WKBV—Knox Radio Corporation, Richmond, Ind.—Voluntary assignment of license to Central Broadcasting Corporation.

FM APPLICATION

Telegraph Herald, Dubuque, Iowa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.,** with coverage of 8,060 square miles.

TELEVISION APPLICATION

Gus Zaharis, South Charleston, W. Va.—Construction permit for a new experimental television broadcast station to be operated on **50000-56000 kc.,** A5 and special emission and power of 110 watts-aural and 50 watts-visual.

MISCELLANEOUS APPLICATIONS

WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. C.—License to cover construction permit (B3-PRE-439), which authorized installation of new transmitter.

NEW—Blue Network Company, Inc., New York, N. Y.—Authority to transmit programs originating in Blue Network's studios at 30 Rockefeller Plaza, New York, and/or points in the U. S. where Blue Network programs may originate, to stations licensed to A. J. Byington, Jr., in Brazil, South America.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Austelle-Flintom Co., with offices and place of business in the Atlantic Coast Line Warehouse, Orangeburg, S. C., is charged in a complaint with violation of the brokerage section of the Robinson-Patman Act. (5130)

L. P. Maggioni & Co., 401 West Bay St., Savannah, Ga., is charged in a complaint with violation of the brokerage section of the Robinson-Patman Act. (5129)

CEASE AND DESIST ORDERS

No cease and desist orders were issued by the Commission last week.

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Mason Drug Co., 22 Thayer St., Boston, stipulated that in connection with the sale of a medicinal preparation designated "Casafru" he will cease and desist from disseminating any advertisement which fails to reveal that the product should not be used when abdominal pain, nausea, or other symptoms of appendicitis are present; provided, however, that such advertisements need only contain the statement, "CAUTION: Use only as directed," if the directions for use on the label and in the labeling contain a warning to the same effect. (O3190)

Othine Corp., Buffalo, N. Y., stipulated that in connection with the sale of a cosmetic designated "Othine Face Bleach" it will cease and desist from disseminating any advertisement which fails to reveal that the preparation should not be applied at any one time to an area of skin larger than that of the face and neck, that too frequent applications over excessive periods of time should be avoided, that adequate rest periods between series of treatments should be observed, that the preparation should not be used where the skin is cut or broken, and that in all cases a proper patch test should be made to determine whether the user is allergic or sensitive to the preparation. (3811)

Hill Shoe Co., 70-72 N. 4th Street, Philadelphia, entered into a stipulation to cease and desist from using the word "health" or words of like meaning to describe or refer to shoes that have no special orthopedic features, or otherwise representing that shoes of customary and usual construction have special health or corrective features. (3810)

FTC CLOSES CASE

The Federal Trade Commission has closed without prejudice the case growing out of the complaint it issued against Paul, Rice & Levy, Inc., New Orleans, engaged in the sale and distribution of signal flare cartridges used as safety equipment on life-boats carried on ocean and coastwise vessels.

The complaint charged the respondent corporation with selling signal flare cartridges which were misdated and misbranded.

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 8, February 25, 1944

CANADIAN ASSOCIATION OF BROADCASTERS CONVENTION

The Canadian Association of Broadcasters held its tenth annual meeting February 14, 15 and 16 at the Chateau Frontenac in Quebec. The convention was attended by some 275 persons representing the broadcasting industry in all provinces of Canada and a good number from the United States. CAB officials were justifiably proud that this their fifth war-time convention was their best from the standpoint of attendance and accomplishment.

Glen Bannerman was re-elected President and General Manager of the Association and T. Arthur Evans was re-appointed Secretary-Treasurer. Joseph Sedgwick was continued as General Counsel for the Association. The newly elected Board of Directors are as follows:

Harry Sedgwick, Chairman, CFRB, Toronto, Ontario.
J. E. Campeau, CKLW, Windsor, Ontario.
J. K. Cooke, CKGB, Timmins, Ontario.
Gerry Gaetz, CKRC, Winnepeg, Manitoba.
Phil Lalonde, CKAC, Montreal, Quebec.
A. A. Murphy, CFQC, Saskatoon, Saskatchewan.
N. Nathanson, CJCB, Sidney, Nova Scotia.
G. R. A. Rice, CFRN, Edmonton, Alberta.
Lt. Col. Keith S. Rogers, CFCY, Charlottetown, Pr. Edw. Is.
J. N. Thivierge, CHRC, Quebec, Quebec.
Ralph E. White, CFJC, Kamboops, B. C.

The keynote of the convention was presented in the opening session Monday morning by President Glen Bannerman in an address which clearly set forth problems of the independent broadcasters of Canada and invited the serious consideration of the Association's membership to seek solutions. The principal problem as set forth by Mr. Bannerman was that of legislation. He called upon his membership to seek a proper answer to the situation wherein the Canadian Broadcasting Act created a board of governors to operate the Canadian Broadcasting Corporation and, at the same time, to regulate all Canadian stations.

Mr. Bannerman stated that his criticism was leveled at the broadcasting act and the regulations developed under the act but that he had no criticism for the Canadian Broadcasting Corporation personnel who are sincerely trying to carry out their obligations. Mr. Bannerman suggested two courses of action which he felt would be effective in correcting the situation. One was the formation of a three-man board of commissioners. This board could pass on all applications for licenses, approve all applications for contracts and lines, for both the Canadian Broadcasting Corporation and private stations and establish such regulations as would be necessary. By this move the CBC Board of Governors would confine their activities to the operations of the CBC and release all of their regulatory powers to the three-man board. Under this plan the CBC and its Board of Governors could continue to own its present stations and operate a national network. At the same time the private stations would be given an opportunity to form another network. The three-man board would be set up independently to function similar to the Canadian Judiciary. The members would serve for a period lasting until a set retirement age. The other plan involved the relinquishment of Government ownership of stations and operation of the network.

Major General R. L. LaFleche, Minister of War Service which has jurisdiction over the CBC and radio broadcasting, spoke to the convention following Mr. Bannerman's speech. He suggested that the problems of the broadcasting industry should be settled within the industry and invited concrete suggestions for the improvement of broadcasting in Canada. He expressed confidence that a settlement could be reached which would leave private operators of broadcast stations and the CBC satisfied.

The convention studied the report and proposals of Mr Bannerman in closed sessions and adopted a policy for seeking remedies for the problem to be presented before the 1944 Parliamentary Committee of Inquiry into Radio Broadcasting.

Another action of the CAB convention, heralded as a major step in the broadcasting industry, was the creation of an organization to be known as the Bureau of Broadcast Measurement. Two CAB members were elected to the Board of Directors of the newly formed Bureau of Broadcast Measurement. These were Mr. Harry Gooderham, CKCL, Toronto, and Mr. Horace Slovin, of Slovin and Wright, Station Representatives.

This action of the convention took place after a report of the CAB Joint Committee on Research. Approximately two years ago the CAB invited the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies to participate with them in investigating proper measurements for broadcasting. A committee was formed with equal representation of the three associations.

At the CAB convention last year an interim report on methods for measuring station coverage were presented and at this convention the final report was made setting forth the method to be employed and the proposal for the formation of the Bureau of Broadcast Measurement to implement their findings.

The method to be employed in station coverage is essentially that used by the Columbia Broadcasting System in measuring coverage of CBS affiliated stations. The CAB departs from the CBS method in only the standards to be used for interpretating station coverage by county. The Joint Committee felt that a less competitive analysis would be of greater general value to the industry at large.

The board of the Bureau of Broadcast Measurement will consist of three members from broadcasters, three from advertising agencies, and three from advertisers. The third broadcaster representative is to be appointed from the Canadian Broadcasting Corporation.

Another research action of the Association was the creation of a committee to consist of two representatives from the Association of Canadian Advertisers, two representatives from the Canadian Association of Advertising

(Continued on page 62)

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON Phone NAtional 2080

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

CANADIAN ASSOCIATION OF BROADCASTERS CONVENTION

(Continued from page 61)

Agencies, two representatives from the Canadian Broadcasting Corporation, two representatives from the Canadian Association of Broadcasters, and two representatives from station representatives. This committee is to study and report to the Association concerning both public reaction to commercial continuities and ways and means of making the commercial continuity more effective. A fund of $2,000 was voted for the Committee's use during the next year.

The CAB Committee on Standard Rate Structure submitted a report of its activities during the previous year. Several exhibits were introduced showing the accomplishments in rate standardization. Also a preliminary draft of a suggested Standard Rate Card Format was made available to the membership. However, attention was called to the hope of the Committee that further improvement will be made before a final format is recommended. A general resolution was passed by the Association indorsing the work of the committee.

Other reports included those of the Public Relations Committee, a recommendation for the establishing of a Standing Committee on Programming, a report on relations with the Canadian Broadcasting Corporation, and a report of the Policy Sub-Committee on Religious and Political Broadcasting.

Guest speakers at the convention included Matthew N. Chappell, Ph.D., Research Consultant, C. E. Hooper, Inc., New York, who spoke on the subject, "Common Sense in Radio Research"; J. Gray Turgeon, M.P., Chairman, Parliamentary Committee on Reconstruction, who spoke on the subject, "Canada Plans for Peace"; Colonel J. B. Palmer, Radio Station WHO, Davenport, Iowa, spoke on Radio Salesmanship; Dr. James Rowland Angell, Public Relations Adviser, NBC, the banquet speaker, spoke on the development of radio broadcasting and the part it plays in our life today; Paul Chamberlain, Manager, F.M. Division, General Electric Company, spoke and showed the General Electric film on Frequency Modulation, and Joseph W. G. Clark, D.F.C., Director-in-chief of Public Relations for the Canadian Armed Forces, spoke on his experiences in a recent visit to the battle fronts in Europe.

Mr. J. Harold Ryan, newly elected President of NAB; John J. Gillan, Jr., WOW, Omaha; Mr. Colin Hager, WGY, Schenectady; and Paul F. Peter, NAB Research Director, represented the NAB Board of Directors and staff at the CAB Convention.

THIRTEENTH DISTRICT BROADCASTERS WANT EVEN STRONGER BMI

Dallas, Feb. 17: Broadcasters of the Thirteenth District meeting in Dallas today went on record as favoring the greater use of all BMI resources in giving BMI a more competitive advantage in the field of music. Investment of monies otherwise applied in reduction of fees was asked for by the resolution, indicating willingness on the part of station men to profit less in the interest of the strongest possible music producing organization for the broadcasting industry. Broadcasters were urged to make wider and more intelligent use of BMI music and material and Carl Haverlin was commended for his excellent service in keeping the industry abreast of music problems.

The Cannon-Mills bill was condemned flatly as a subsidy without merit whose basis for distribution was strictly political. Further resolutions commended NBC Thesaurus, Columbia Recording Company and RCA Recording Company for opposition to Petrillo; expressed appreciation for the faithful service of Neville Miller as President of NAB during the past five and one-half years and pledged allegiance to J. Harold Ryan, Miller's successor as industry head; expressed confidence in the NAB legislative committee in its efforts to obtain new radio legislation and pressed upon the industry need for a unified front to be sought first by a nationwide NAB membership drive.

Hugh Halff, WOAI, District Director, presided over the one day session and was thanked for his efforts in arranging the interesting agenda, as were WFAA, KGKO and WRR, host stations for the Dallas meeting. Business did not include the election of a Director as this is not an election year in the Thirteenth District.

C. E. Arney, Jr., Secretary-Treasurer and temporary Managing Director of NAB, discussed new legislation, labor, war activities, selective service, work of NAB committees, post-war matters, music, ASCAP and Petrillo, the latter three topics being covered in greater detail by Carl Haverlin, BMI, and Frank Chizzini, NBC Thesaurus, Chicago. Leonard Callahan, SESAC, discussed copyrights.

Dave Russell, OWI, and Kurt Jadassohn, Treasury Department, were heard.

Alex Keese, WFAA-KGKO, Thirteenth District Sales Managers chairman, introduced Lewis H. Avery, NAB Director of Broadcast Advertising for a report on the work and plans of the Sales Managers' Executive Committee, including success of the Retail Promotion Committee Plan, intended sales approach to the motion picture and building industries, changes in the standard contract form and recommendations as to acceptance of contracts containing prejudicial terms.

Karl Wyler, KTSM, Thirteenth District Public Relations Chairman, presided over the closing session in which Willard D. Egolf, NAB Assistant to the President, outlined industry public relations activities during the past year and presented a proposed introductory book on public relations, which Wyler reviewed, requesting comments and suggestions.

"On the Air," Westinghouse sound-film history of radio, and the two General Electric productions, "The Story of FM" and "Sightseeing at Home," television picture, were shown for the broadcasters at the close of the day, following which Dallas station men were hosts at an informal gathering at the Baker Hotel.

Complete attendance list follows:

C. E. Arney, Jr., NAB; L. L. Hendricks and B. V. Hammond, Jr., KRRV; Eugene J. Roth, KONO; Major Ralph Forster; Frank E. Chizzini, NBC; James R. Curtis, KFRO; Olin Brown, WFAA-KGKO; Val Lawrence, KROD; Dewitt Landis, KFYO; Cecil Trigg, KROD; Ernest Jones, KNOW; Gerald King, Standard Radio; Ralph Maddox, Alex Keese, Ed Bryant and Ralph Nimmons, WFAA-KGKO; Martin Campbell, WFAA-WBAP-KGKO; Carl Haverlin, BMI; R. Early Wilson, KABC; Joe B. Carrigan, KWFT; Bill Michaels, KABC; E. P. Duffie, KGKB; Aubrey H. Escoe, KAND; Raymond Hollingsworth, KGNC; George A. Kercher, Edward Petry & Co.; Wade Barnet, NBC Radio Recording; Ed Talbott, KROD; Lewis H. Avery, NAB; O. L. Ted Taylor, KGNC; George W. Johnson, KTSA; Hugh A. L. Halff and Jack Keasler, WOAI;

W. Ward Dorrell, C. E. Hooper, Inc.; A. W. Kaney, NBC; Willard D. Egolf, NAB; Karl O. Wyler, and V. C. Hicks, KTSM; Ralph C. Wentworth, BMI; C. B. Locke, KFDM; Hardy C. Harvey, KABC-KNOW; Charles B. Jordan, WRR; Howard Barrett, KRBC; Frank O. Myers, KCMC; Lewis O. Seibert, KGKL; Herbert Denny, Standard Radio; James G. Ulmer and Mrs. James G. Ulmer, KGKB; George W. Johnston and Leonard D. Callahan, SESAC; K. A. Jadassohn, U. S. Treasury Department.

WILLIAM B. WAY RE-ELECTED TWELFTH DISTRICT DIRECTOR

Sole nominee of the meeting, William B. Way, Vice-President and General Manager of KVOO, was returned to office as Director of the Twelfth District, NAB, by the unanimous ballot of Kansas and Oklahoma broadcasters gathered in Tulsa Monday, February 21.

Resolutions of the one day conference commended those who have taken steps to discontinue "cowcatcher" and "hitch-hike" announcements, deploring the practice. An even stronger and more competitive BMI was urged, through investment of funds otherwise applied to reduction of fees. The Cannon-Mills bill was condemned and opposition was expressed to the Government's buying either time or space for the promotion of the war effort. NBC Thesaurus, RCA Recording Company and Columbia Recording Company were commended on the strong stand against Petrillo. Confidence was expressed in the NAB Legislative Committee's ability to obtain proper radio legislation. Neville Miller was thanked for his faithful service to the industry as President and J. Harold Ryan was promised allegiance and support as incoming head of NAB. Special approval was voiced of the selection of a broadcaster as NAB President. This, the first meeting of the Twelfth District broadcasters since the untimely death of William C. Gillespie, Vice-President, KTUL, went on record with an expression of sympathy for Mrs. Mildred Gillespie, now conducting a woman's feature over KTUL, and observed with regret the loss experienced by the radio industry in the death of one of its leaders. KVOO, KTUL and KOME were thanked for their hospitality and Director William B. Way and John Esau, KTUL, received special thanks for preparing an interesting and instructive meeting.

C. E. Arney, Jr., Secretary-Treasurer and temporary Managing Director of NAB, discussed the legislative situation, labor, war activities, selective service, manpower, post-war matters and general NAB activities. Carl Haverlin, BMI, and Frank Chizzini, NBC Thesaurus, reported on ASCAP and Petrillo.

Lewis H. Avery, Director of Broadcast Advertising for NAB, was introduced by Clark Luther, KFH, Chairman of Twelfth District Sales Managers, and reported on the activities of the Sales Managers' Executive Committee. National success of the Retail Promotion Committee Plan was discussed, especially with regard to reactions within the retail trade. Plans to approach the motion picture and building industries with similar presentations were outlined. A proposed conference with the Proprietary Association was announced. The new continuing annual discount provision was read and discussed, together with recommendations covering contract provisions that contain objectionable and impractical terms. General post-war and 1944 plans were presented.

Robert Enoch, KTOK, Twelfth District Public Relations Chairman, introduced Willard D. Egolf, NAB Assistant to the President, who reported on the activities of the industry during the past year and introduced a proposed book on public relations for broadcasters.

Entertainment highlight of the day was the presentation of "Dr. Holderman" of the "Huffman Research Institute," whose scholarly discourse, supported by sample off-the-air recordings, turned into a howling satire, or one-man gridiron, panning soap operas, multiple-spotting, radio preachers, commentators and almost every phase of programming. "Dr. Holderman" was later introduced as Ben Henneke, Professor of Speech and Dramatics at Tulsa University and part-time KVOO announcer.

"On the Air!" Westinghouse sound film history of radio, and General Electric's "The Story of FM" and "Sightseeing at Home," television production, were shown at the close of the day, followed by an informal gathering at the Tulsa Hotel.

The full attendance list is as follows:

C. E. Arney, Jr., NAB; Ellis Atteberry, KCKN; Lewis H. Avery, NAB; Owen Balch, KSAL; Wade Barnes, NBC; Jimmy Barry, KBIX; Leland Bass, General Electric; M. H. Bonebrake, KOCY; Gus Brandborg, KVOO; Ken Brown, KOMA; Paul Buenning, KOMA; L. D. Callahan, SESAC; Charles Carroll, WBBZ; Mrs. A. L. Carrell, WBBZ; J. Fred Case, KWON; Mrs. J. Fred Case; Frank Chizzini, NBC; Plez Clark, KFH; Jerry Deane, OWI; Willard Egolf, NAB; Bob Enoch, KTOK; John Esau, KTUL; Major Ralph Forster, British Army Staff; Milton Garber, KCRC; Harold Grimes and Mrs. Harold Grimes, KOME; Gayle Grubb, WKY; W. C. Haselbush, United Press; Carl Haverlin, BMI; K. A. Jadassohn, U. S. Treasury Department; George A. Kercher, Edward Petry Co.; A. W. Kaney, NBC; Jerry King, Standard Radio; J. W. Knodel, Free & Peters, Inc.; R. K. Lindsley, KFBI; Clark A. Luther, KFH; Ralph Miller, WKY; C. A. Minor, KOMA; Clem Morgan, KVGB.

Major Howard Peterson, U. S. Army; Allan Page, KVOO; K. W. Pyle, KFBI; Jim Randolph, KVOO; Vernon Reed, KFH; Byrne Ross, KSWO; Dave Russell, OWI; W. F. Shoemaker, Frederic W. Ziv, Inc.; Weldon Stamps, KADA; Albert E. Stine, Press Association; George Tarter, KOCY; Jack Todd, KANS; Ralph Varnum, KFBI; Gordon Wardell, KGBX; and W. B. Way, KVOO.

TALENT TAX STATUS

The following notification was released by the Commissioner of Internal Revenue, February 21. It is published here because it answers many of the questions which stations have asked of the NAB staff during the past months. As will be seen in reading the following the Internal Revenue Bureau has not changed its policy but is merely trying to clarify certain aspects of the status of musicians and variety entertainers with regard to the handling of tax matters by employers. The Internal Revenue Commissioner's release follows:

TREASURY DEPARTMENT

Office of Commissioner of Internal Revenue
Washington 25, D. C.

February 21, 1944.

Status of Musicians and Variety Entertainers for Purposes of Employment Taxes under the Federal Insurance Contributions Act and the Federal Unemployment Tax Act and for Purposes of the Income Tax Withholding under the Current Tax Payment Act of 1943.

Collectors of Internal Revenue,
Internal Revenue Agents in Charge,
And Others Concerned:

1. Many persons who operate theatres, night clubs, restaurants, and similar establishments have asked to be advised whether or not they are the employers of certain musicians and variety entertainers for purposes of the employment taxes imposed by the Federal Insurance Contributions Act and the Federal Unemployment Tax Act and for purposes of withholding under the Current Tax Payment Act of 1943. If such persons (hereinafter called operators) are the employers of the musicians and entertainers, the operators are subject to various requirements in collecting and paying the taxes, and in keeping records of employees and their wages.

2. It is the position of the Bureau that an operator

for whom musicians perform services pursuant to a "Form B" contract is the employer of such musicians, including the leader, for purposes of employment taxes and the income tax withholding. The operator, as employer, is required to collect from the musicians both the employees' tax under the Federal Insurance Contributions Act and income tax under the Current Tax Payment Act of 1943 and to make returns and payments of such taxes to the collector of internal revenue. The operator also is required to pay employers' tax under the Federal Insurance Contributions Act with respect to wages paid by him for the musicians' services and to include such wages in his annual return under the Federal Unemployment Tax Act if he is an employer of eight or more (including the musicians) as defined in that Act. This rule also applies to any entertainer or actor who performs services for an operator under the provisions of a "Form B" contract or other contract having substantially similar provisions.

3. In general, the variety entertainers with respect to whom operators have made inquiries are those who acquire and perform their own repertories in a series of short-term engagements for a number of different operators under contracts which ordinarily specify only the time, remuneration, place, and duration of each engagement.

4. The Bureau is unable, at this time, to rule conclusively on the status of the variety entertainers referred to in Paragraph 3, above. Until a conclusive ruling is made operators of theatres, night clubs, restaurants, and similar establishments may consider such entertainers to be independent contractors and will not be required to collect tax from such entertainers or report or pay taxes with respect to the remuneration of the entertainers, unless the Bureau determines in a specific case that taxes should be collected, reported, and paid. Each operator should keep records of entertainers' names, account numbers, and wages, however, for the purpose of enabling the operator to make such returns or reports as may be required of him if the operator is subsequently determined to have been the employer of the entertainers.

5. The tentative ruling stated in Paragraph 4, above, will prevail only until such time as a conclusive ruling is published by this office.

6. Inquiries relating to the income tax withholding should be addressed to this office for the attention of IT:P:T. Inquiries relating to employment taxes should be addressed to this office for the attention of A&C:RR. Correspondence otherwise relating to the contents of this mimeograph should refer to the number thereof and the symbols A&C:RR.

Harold N. Graves,
Acting Commissioner.

FM vs. AM TELEVISION SOUND

RTPB Committee 3 of Panel 6 on Television is reviewing present television standards. One of the existing standards specifies FM for television sound channels. During the committee meeting in New York on January 26, there was considerable discussion of the relative merits of FM versus AM for television sound.

One of the members present reporting on his experience in the use of FM television sound stated "that there was definitely no improvement in the use of FM and referred to the paper by DuMont and Goldsmith on multipath transmission problem. He claimed that FM has several problems as regards multipath transmission and that the time delay difference between the two paths causes definite distortion in the audio output. He felt that with FM on the sound channel we would be seriously handicapped. He also brought out the point that the receiving equipment is considerably complicated by the use of FM although there were definite advantages to FM in locations where the noise level was high. He raised the question though, as to why we should go to a system that complicated the receiver in order to reduce the power of the sound transmitter."

Another member expressed the opinion "that FM is now here to stay. He could not visualize a television receiver without also an FM broadcast channel on it. The dealer will demand an FM channel since he knows that the public has been sold on FM even though there is not an AM channel on the receiver."

Further in the discussion, the point was brought out "that FM problems would be much greater in the higher frequency television channels than in the present FM channels due to the fact that the drift in tuning would be much greater."

The quotations are from the minutes of the meeting.

After the discussion of the relative merits of the two sound systems, the committees decided to request information from the RTPB FM Panel. The following letter was written by the Secretary:

February 2, 1944.

Mr. G. E. Gustafson,
Chairman, Panel 6,
Radio Technical Planning Board.

In connection with the use of FM for sound transmission on the television channel, committee 3, Panel 6, has raised several questions on which an expression of opinion is desired from Panel 5.

The use of FM seems to cause an appreciable distortion in the audio output of a receiver in some cases where there are multipath transmissions between the transmitter receiver. In these cases the delayed wave causes cancellations in amplitude of the direct wave which cause the resultant amplitude to fall below the limiter level. Thus a distortion in the audio output results. Committee 3, Panel 6 would like to have your Panel discuss this problem, if you have not already done so, and inform us of any solution that may result.

In addition the question of receiver stability on FM sound channels has been brought up. We are under the impression that all FM broadcast receivers built up to the present time have a manual fine tuning adjustment, which is necessary to keep the carrier centered on the discriminator characteristic. As a result this necessitates careful adjustment from time to time in the hands of the user. Since the television sound channels are on even higher frequencies than the FM sound carriers, the problem of drift in the receiver circuits is even more serious. Committee 3, Panel 6, would like to have Panel 5 consider this problem and notify us if your Panel has any solution.

Very truly yours,

N. F. Smith, Jr.,
Secretary,
Committee 3, Panel 6.

OWI NEEDS OVERSEAS PERSONNEL

The vital need for 450 men for important and urgent overseas missions was revealed in Washington this week by Elmer Davis, OWI director, before representatives of the newspaper and radio advisory committees of the Domestic Branch of OWI and the War Advertising Council.

A special committee was set up, to assist the overseas branch in meeting its obligations, consisting of: Earl Gammons, CBS; Kenneth Berkeley and Charles Bary, of The Blue Network; Lewis A. Weiss, KHJ and MBS; and Carlton Smith and William Brooks of NBC.

It is understood that many of the 450 men will be sent abroad within a few weeks.

Included in the needs are 60 radio engineers and 30 radio announcers. Men, 25 years of age and older, who may be headed for service in the near or immediate future, particularly, may wish to investigate these openings, it was pointed out by a committee member. It is assumed from this that no difficulties would be encountered by draft boards.

Those interested in the engineering jobs should communicate with: J. O. Weldon, Chief, Bureau of Communication Facilities, Office of War Information, Room 3043, Social Security Bldg., Washington, D. C.

Applications from announcers will be received by: Ralph Stillman, Outpost Personnel Officer, Office of War Information, 224 W. 57th Street, New York City.

BROWN AND RANKIN FILE BILLS AFFECTING RADIO

On the floor of the House of Representatives, February 18, 1944, Mr. Brown of Ohio called the attention of the House to his H. Res. 431, stating in part as follows:

"This resolution does not propose or contemplate the censoring of the news and like material furnished to our armed forces. Neither is it partisan in nature or intent. Instead, it calls only for a continuing congressional study of news and like material furnished to our men and women in the armed forces, and a report to the House of Representatives as to any findings the committee may make, or recommendations the members may have, in connection therewith.

* * * * *

We will soon have five million or more of our young Americans overseas. It is hoped and expected that practically all of them will have the opportunity to participate in the November election. To participate intelligently, they must be properly informed as to the candidates and the issues upon which they will be called to vote.

* * * * *

Mr. Chairman, I want to say frankly that I have been gravely disturbed by the propaganda which these young people have been getting. There seems to have been a deliberate effort to picture the home front, the parents and sweethearts here at home, in the worst possible light to them. There seems to have been a deliberate attempt to play one front against the other. It is not only subversive to our future welfare, it is subversive to the present morale of these gallant young people.

* * * * *

"Therefore, Mr. Chairman, I shall press for an early hearing before the Rules Committee for my resolution and for prompt consideration of its passage. I invite my colleagues to join with me in this endeavor."

* * * * *

Following is the Resolution:

RESOLUTION

Resolved, That there is hereby created a select committee to be composed of six Members of the House, three from the majority and three from the minority, to be appointed by the Speaker, one of whom he shall designate as chairman. Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

SEC. 2. The committee is authorized and directed to conduct a study and investigation of all news releases, published material, motion pictures, and radio broadcast material pertaining to any Member of Congress, any public official other than an officer of the armed forces, any candidate for public office, or any public issue disseminated to Army, Navy, Marine Corps, Coast Guard, and Maritime Service personnel in the United States or outside its limits by or through the Army, Navy, Office of War Information, or any other Government agency.

SEC. 3. The Secretary of War, the Secretary of the Navy, the Director of the Office of War Information, and the head officer of other Government agencies shall cause to be deposited with the committee within twenty-four hours after their issuance authenticated copies of all news releases, published material, motion pictures, and radio broadcast material pertaining to any Member of Congress, any public official other than an officer of the armed forces, any candidate for public office, or any public issue disseminated to Army, Navy, Marine Corps, Coast Guard, and Maritime Service personnel both inside the United States and outside its limits.

SEC. 4. The committee shall report to the House (or to the Clerk of the House if the House is not in session) as soon as practicable and from time to time during the present Congress the results of its investigations, together with such recommendations as it deems desirable.

SEC. 5. For the purposes of this resolution the committee is authorized to sit and act during the present Congress at such times and places, whether or not the House is in session, has recessed, or has adjourned, to hold such hearings, to require the attendance of such witnesses and production of such books, papers, and documents, to administer such oaths and to take such testimony, as it deems necessary. Subpenas may be issued under the signature of the chairman of the committee or any member designated by him, and may be served by any person designated by such chairman or member.

On February 8, 1944, Mr. Rankin (D), Mississippi, submitted H. R. 4151:

A BILL

To prohibit reimbursement or indemnification of another for damages or other loss resulting from slanderous or libelous utterances or publications uttered over the radio or sent through the United States mails.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That any person who reimburses or indemnifies, or who agrees or contracts to reimburse or indemnify, any other person for any damages or other loss directly or indirectly resulting from the utterance or publication by such other person of a slander or libel uttered over the radio or sent through the United States mails, or published in moving pictures shipped in interstate commerce, shall be guilty of a felony and upon conviction thereof shall be punished by imprisonment for not more than five years or by a fine of not more than $10,000, or both, and any such contract or agreement for any such reimbursement or indemnification shall be null and void. As used in this Act the term "person" includes an individual, firm, copartnership, company, corporation, unincorporated association, joint-stock association, or any organized group of persons; and includes a trustee, receiver, assignee, or personal representative thereof.

INFANTILE PARALYSIS RADIO CAMPAIGN

A letter from Elaine Whitelaw, Director of the National Women's Division of the National Foundation for Infantile Paralysis to Dorothy Lewis, NAB Coordinator of Listener Activity, referring to the activity of the members of the Association of Women Directors states:

"Reports from our State Chairmen indicate that the results of your appeal to the women broadcasters were excellent. . . . All of us at the National Foundation want you to know how much we appreciate your cooperation, and we hope that we will have the opportunity to work together soon again."

MOORE IS NEW WBNX MANAGER

New general manager of WBNX, New York City, is William I. Moore. He will also hold the post of Secretary of the company. Announcement of Mr. Moore's promotion was made by William C. Alcorn, former general manager, who continues as Vice President of WBNX Broadcasting Company in which capacity he will be available as consultant.

Mr. Moore joined the station in 1933, coming directly from Triplex Safety Glass Company, New York.

OPERATOR IS WIFE OF CHIEF ENGINEER

Doris Jones, wife of Jack V. Jones, chief engineer, WCBI, Columbus, Miss., has passed the examinations for a restricted permit and is now part time transmitter operator.

POPULATION SHIFTS

The Bureau of the Census, United States Department of Commerce, released, February 15, 1944, estimates of civilian population in the United States at November 1, 1943. It will be recalled that such figures were published in the Radio Market Data Handbook as of March 1, 1943.

The following figures show that civilian population has decreased some four million persons since the Census date April 1, 1940. The shifts of population are presented in the following table by regions of the country and by states.

Additional data is available at NAB Headquarters for each of the 140 metropolitan districts and for each county of each state.

ESTIMATED CIVILIAN POPULATION OF CONTINENTAL UNITED STATES, BY REGIONS, DIVISIONS, AND STATES: NOVEMBER 1, 1943

Region, Division, and State	Estimated Civilian Population		Estimated Change, April 1, 1940, to November 1, 1943		Total Population, April 1, 1940
	Nov. 1, 1943	April 1, 1940	Number	Percent	
United States	127,307,884	131,329,104	−4,021,220	−3.1	131,669,275
Regions:					
The Northeastern States	33,884,320	35,914,411	−2,030,091	−5.7	35,976,777
The North Central States	38,361,463	40,100,928	−1,739,465	−4.3	40,143,332
The South	40,082,776	41,504,962	−1,422,186	−3.4	41,665,901
The West	14,979,325	13,808,803	+1,170,522	+8.5	13,883,265
The Northeastern States:					
New England	8,087,809	8,420,736	−332,927	−4.0	8,437,290
Middle Atlantic	25,796,511	27,493,675	−1,697,164	−6.2	27,539,487
The North Central States:					
East North Central	26,098,118	26,598,536	−500,418	−1.9	26,626,342
West North Central	12,263,345	13,502,392	−1,239,047	−9.2	13,516,990
The South:					
South Atlantic	17,701,066	17,723,301	−22,235	−0.1	17,823,151
East South Central	10,081,940	10,763,258	−681,318	−6.3	10,778,225
West South Central	12,229,770	13,018,403	−718,633	−5.5	13,064,525
The West:					
Mountain	4,019,718	4,133,311	−113,593	−2.7	4,150,003
Pacific	10,959,607	9,675,492	+1,284,115	+13.3	9,733,262
New England:					
Maine	782,312	843,924	−61,612	−7.3	847,226
New Hampshire	453,333	491,375	−38,042	−7.7	491,524
Vermont	316,074	357,277	−41,203	−11.5	359,231
Massachusetts	4,093,072	4,311,918	−218,846	−5.1	4,316,721
Rhode Island	694,616	708,836	−14,220	−2.0	713,346
Connecticut	1,748,402	1,707,406	+40,996	+2.4	1,709,242
Middle Atlantic:					
New York	12,442,784	13,444,022	−1,001,238	−7.4	13,479,142
New Jersey	4,080,485	4,153,956	−73,471	−1.8	4,160,165
Pennsylvania	9,273,242	9,895,697	−622,455	−6.3	9,900,180
East North Central:					
Ohio	6,828,352	6,904,423	−76,071	−1.1	6,907,612
Indiana	3,383,312	3,424,319	−41,007	−1.2	3,427,796
Illinois	7,563,770	7,882,054	−318,284	−4.0	7,897,241
Michigan	5,377,329	5,250,636	+126,693	+2.4	5,256,106
Wisconsin	2,945,355	3,137,104	−191,749	−6.1	3,137,587
West North Central:					
Minnesota	2,525,558	2,788,956	−263,398	−9.4	2,792,300
Iowa	2,276,876	2,537,008	−260,132	−10.3	2,538,268
Missouri	3,524,790	3,783,666	−258,876	−6.8	3,784,664
North Dakota	536,510	641,692	−105,182	−16.4	641,935
South Dakota	544,866	642,682	−97,816	−15.2	642,961
Nebraska	1,176,023	1,313,438	−137,415	−10.5	1,315,834
Kansas	1,678,722	1,794,950	−116,228	−6.5	1,801,028
South Atlantic					
Delaware	273,614	265,343	+8,271	+3.1	266,505
Maryland	1,982,947	1,806,485	+176,462	+9.8	1,821,244
District of Columbia	816,982	658,018	+158,964	+24.2	663,091
Virginia	2,769,828	2,642,729	+127,099	+4.8	2,677,773
West Virginia	1,732,355	1,901,723	−169,368	−8.9	1,901,974
North Carolina	3,346,987	3,562,592	−215,605	−6.1	3,571,623
South Carolina	1,789,662	1,892,742	−103,080	−5.4	1,899,804
Georgia	2,976,645	3,102,584	−125,939	−4.1	3,123,723
Florida	2,012,046	1,891,085	+120,961	+6.4	1,897,414
East South Central:					
Kentucky	2,549,108	2,835,841	−286,733	−10.1	2,845,627
Tennessee	2,818,226	2,915,742	−97,516	−3.3	2,915,841
Alabama	2,718,273	2,828,166	−109,893	−3.9	2,832,961
Mississippi	1,996,333	2,183,509	−187,176	−8.6	2,183,796
West South Central:					
Arkansas	1,735,564	1,948,250	−212,686	−10.9	1,949,387
Louisiana	2,316,681	2,358,769	−42,088	−1.8	2,363,880
Oklahoma	1,987,941	2,329,522	−341,581	−14.7	2,336,434
Texas	6,259,584	6,381,862	−122,278	−1.9	6,414,824
Mountain:					
Montana	470,033	558,270	−88,237	−15.8	559,456
Idaho	473,166	524,809	−51,643	−9.8	524,873
Wyoming	235,739	244,745	−9,006	−3.7	250,742
Colorado	1,067,095	1,119,274	−52,179	−4.7	1,123,296
New Mexico	490,119	530,662	−40,543	−7.6	531,818
Arizona	569,357	497,068	+72,289	+14.5	499,261
Utah	583,572	549,722	+33,850	+6.2	550,310
Nevada	130,637	108,761	+21,876	+20.1	110,247
Pacific:					
Washington	1,905,239	1,719,143	+186,096	+10.8	1,736,191
Oregon	1,172,674	1,088,284	+84,390	+7.8	1,089,684
California	7,881,694	6,868,065	+1,013,629	+14.8	6,907,387

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, February 28. They are subject to change.

Wednesday, March 1

Oral Argument Before the Commission

ORDER No. 118.

Proposing to amend Sec. 1.5 of the Rules of Practice and Procedure relating to inspection of records.

Wednesday, March 1

KVAN—Vancouver Radio Corporation, Vancouver, Washington.—C. P. **930 kc.,** 250 watts night, 500 watts day; unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

Karl L. Ashbacker & Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—Granted construction permit for new 250 watt station to operate on **1450 kc.,** unlimited time, conditioned upon procedure provided in Public Notice of January 26 (B2-P-3406).

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Designated for hearing application for construction permit (B5-P-3560) to permit change in frequency from **1490** to **1220 kc.**

MISCELLANEOUS

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Granted motion for continuance of hearing on application for construction permit, from March 1 to March 31, 1944.

WJW—WJW, Inc., Akron, Ohio.—Granted motion for continuance of hearing on application for construction permit, from March 1 to March 31, 1944.

WJW—The Akron Broadcasting Co. (Assignor), The WJW Company (Assignee), Akron, Ohio.—Granted petition to dismiss without prejudice application (B2-ML-1167) for modification of license, and application for consent to voluntary assignment of construction permit heretofore granted WJW, Inc. (B2-AP-36).

APPLICATIONS FILED AT FCC

1010 Kilocycles

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—License to cover construction permit (B3-P-3524) which authorized construction of a new standard broadcast station to be operated on **1010 kc.,** 50 KW power, daytime to sunset at Little Rock, Ark.

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—Authority to determine operating power by direct measurement of antenna power.

1090 Kilocycles

KEVR—Evergreen Broadcasting Corp., Seattle, Wash.—Special Service Authorization to permit broadcasting as a public service and without charge, of information to longshoremen 3:15 p. m. and 6:45 p. m. daily in accordance with request of Pacific Coast Maritime Industry Board for the period ending 4-1-44.

KEVR—Evergreen Broadcasting Corp., Seattle, Wash.—Extension of special service authorization (above) for the period 4-1-44 to 5-1-45 or duration of the war, whichever is earlier.

1240 Kilocycles

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Construction permit to change frequency from **1490 kc.** to **1240 kc.**

1270 Kilocycles

WSPR—WSPR, Inc., Springfield, Mass.—Construction permit to increase power from 500 watts to 1 KW, employing directional antenna day and night and make changes in transmitting equipment. Amended: to change requested power to 500 watts night and 1 KW daytime.

1340 Kilocycles

NEW—Gene L. Cagle, Fort Worth, Texas.—Construction permit for a new standard broadcast station to be operated on **1340 kc.,** with power of 250 watts and unlimited hours of operation (Facilities of KAND).

1580 Kilocycles

NEW—Harold H. Thoms, Durham, N. Car.—Construction permit for a new standard broadcast station to be operated on **1580 kc.,** 1 KW power, and unlimited hours of operation.

1590 Kilocycles

WALB—The Herald Publishing Co., Albany, Ga.—Authority to determine operating power by direct measurement of antenna power.

FM APPLICATIONS

NEW—Commodore Broadcasting, Inc., Springfield, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46,900 kc.,** with coverage of 8,050 square miles.

NEW—Commodore Broadcasting, Inc., Decatur, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46,500 kc.,** with coverage of 15,708 square miles.

NEW—Maryland Broadcasting Co., Baltimore, Maryland.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48,900 kc.,** with coverage of 2,904 square miles.

WTAG—Worcester Telegram Publishing Co., Inc., Worcester, Mass.—License to cover construction permit (B1-PH-29) which authorized construction of a new high frequency (FM) broadcast station.

NEW—Susquehanna Broadcasting Co., York, Penna.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44,500 kc.,** with a coverage of 3,060 square miles.

TELEVISION APPLICATION

NEW—Albuquerque Broadcasting Co., Area of Albuquerque, N. Mex.—Construction permit for a new experimental relay television broadcast station to be operated on **282000-294000 kc.,** with power of 25 watts and A5 emission.

MISCELLANEOUS APPLICATIONS

NEW—The Trustees of Indiana University, Bloomington, Ind.—Construction permit for a new noncommercial educational broadcast station to be operated on **42,900 kc.,** with power of 10 KW and special emission.

W9XMB—Moody Bible Institute of Chicago, Chicago, Ill.—License to cover construction permit (B4-PST-4 as modified) which authorized construction of a new ST broadcast station.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why a cease and desist order should not be issued against it.

San Xavier Fish Packing Co., et al. A complaint alleging violation of the brokerage section of the Robinson-Patman Act has been issued against San Xavier Fish Packing Co., Monterey, Calif., Pacific Marine Products Co., Astoria, Oreg., and James J. Funsten, 260 California St., San Francisco, who trades as Funsten Co., and is the exclusive sales agent for the sea food products packed and canned by the other two respondents. Funsten and his wife allegedly own the controlling stock in, and exercise financial control over, the two respondent packers. (5131)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist order last week.

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Bond Pharmacy Co., Little Rock, Ark., has entered into a stipulation whereby it agrees to cease and desist from representing that the medicinal preparation it sells under the name "Bondease" will stop ringworm, end athlete's foot, or relieve swollen feet, or that it will relieve itching or burning skin or tired or sore feet unless limited to such conditions when due to fungus infection. (O3191)

Hennafoam Shampoo Co., 735 Broadway, New York, stipulated that it will cease and desist from representing that the preparation it sells under the name "Hennafoam Shampoo" has been tested, or tested and approved by Good Housekeeping Magazine or by any organization owned or controlled by it, unless the shampoo has been tested by the magazine or an agency thereof in such manner as to give reasonable assurance of its quality, nature and properties in relation to its intended usage and to the fulfilment of the claims made for the preparation (3814)

Lamb Nurseries, East 101 Sharp Ave., Spokane, Wash., entered into a stipulation to cease and desist from guaranteeing that the nursery stock he sells will reach purchasers in live, growing condition or will be "true to name," unless he satisfactorily complies with the guarantee by promptly adjusting complaints, and from the use of any guarantee unless strict and complete performance be made therewith. (3818)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 9, March 3, 1944

As this week's REPORTS go to press, the NAB 2nd District is in session in New York City. The full story of the meeting will be carried in NAB REPORTS of March 10.

FETZER REPLACES RYAN AT CENSORSHIP

John E. Fetzer, owner and general manager of WKZO, Kalamazoo, Michigan, long time a prominent figure in the radio industry, succeeds J. Harold Ryan as Assistant Director of Censorship in charge of the Broadcasting Division. This announcement was made early this week by Byron Price, Director of Censorship.

Mr. Ryan, recently elected President of NAB, will leave the Office of Censorship on April 15 to assume his new duties and Mr. Fetzer will take over at Censorship.

Mr. Fetzer has served since 1938 as a member of the NAB Board of Directors and recently was re-elected for another two-year term. A native Indianan, Mr. Fetzer is a graduate of Purdue University and studied at the National Radio Institute, Emmanuel College, the University of Michigan and the University of Wisconsin. He holds degrees in liberal arts and engineering and has been actively engaged since 1918 in research in radio engineering and construction work, as well as in the management of WKZO.

In commenting upon the change at Censorship, Mr. Byron Price said: "The outstanding service rendered to this war agency by Mr. Ryan is well known throughout the broadcasting industry. He came to us in the first difficult days just after Pearl Harbor, organized the Broadcasting Division, and has given unsparingly ever since of his time and rare ability. Great credit is due him for this patriotic effort to make voluntary censorship of radio a success.

"I have accepted Mr. Ryan's resignation with great regret. It is fortunate that Censorship has been able to command the services of so able and experienced a successor as Mr. Fetzer."

HOYT B. WOOTEN RETURNED IN SIXTH DISTRICT ELECTION CONTEST

(Released by NAB News Bureau)

A contest between Hoyt B. Wooten, WREC, and Wiley P. Harris, WJDX, resulted in the re-election of Wooten as Director of NAB District Six at Memphis February 25. Upon motion of Harris, broadcasters rose to make the vote unanimous for Wooten.

Harris, drafted by his supporters and nominated from the floor on a platform calling for the rotation of the directorship among the states of the District, is at present District Public Relations Chairman. He will continue in that capacity, qualified by two terms in the Mississippi state legislature, membership in the state bar association, state honors for boys work and civic leadership in Jackson.

C. E. Arney, NAB Secretary-Treasurer and temporary Managing Director, opened the two day session on February 24 with a discussion of new legislation, labor, selective service, war activities, post-war problems, NAB membership and committees, music, ASCAP and Petrillo, assisted in the latter three subjects by Carl Haverlin, BMI, and Frank Chizzini, NBC Thesaurus.

Broadcasters then mulled local operating problems, principally A. F. of M. matters. Hillbilly musicians, popular in the southern area, are a considerable factor in negotiating union contracts.

Following lunch, Hoyt Wooten again turned the meeting over to Arney for the introduction of representativse of war and government agencies and associate members of NAB and their remarks. Leonard Callahan, Vice-President of SESAC, discussed copyrights.

Wiley P. Harris, WJDX, introduced Willard D. Egolf, NAB Assistant to the President, for a report on public relations activities and led a discussion of the proposed book on public relations for the industry.

The first day closed with showings of "On the Air," Westinghouse sound-film history of radio, and the two General Electric films, "The Story of FM," and "Sightseeing at Home," television picture.

Friday's meeting opened with Cecil K. Beaver, KARK, district Sales Managers' Chairman, presiding. Beaver introduced Lewis H. Avery, NAB Director of Broadcast Advertising, who reported on the plans of the Sales Managers' Executive Committee. These include a proposed presentation to the motion picture and building industries and a meeting with the Proprietary Association. Success of the Retail Promotion Committee Plan was outlined, particularly with regard to the reaction within the retail trade, characterized by a forthcoming retail clinic in which radio advertising will receive full attention. A proposed continuing annual discount provision for standard contracts was read and discussed, together with recommendations deploring acceptance of contracts containing unfavorable and constrictive terms. George A. Kercher, St. Louis manager of Edward Petry and Company, discussed advertiser and agency matters, with a view toward post-war business.

John Hymes, OWI, Washington, D. C., gave the OWI national viewpoint on war programming and introduced regional directors in attendance.

Resolutions were adopted thanking Neville Miller for his service to the industry as President and pledging allegiance to J. Harold Ryan, newly elected head of NAB. NBC Thesaurus, Columbia Recording Company and RCA Recording Company were commended for their stand against Petrillo and the War Labor Board was asked for a decision rejecting Petrillo's demands. The NAB Legislative Committee was given a vote of confidence in its efforts to obtain new radio legislation. FCC was urged to investigate the possibility of eliminating the 1 DB cutback, with authority to return to full efficiency. The Cannon-Mills Bill was condemned in its entirety. Cowcatcher and hitch-hike an-

(Continued on page 70)

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON Phone NAtional 2080

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

HOYT B. WOOTEN RETURNED IN SIXTH DISTRICT ELECTION CONTEST

(Continued from page 69)

nouncements were deplored and those working for their elimination were thanked. Greater and more intelligent use of BMI material was urged and a vote of appreciation was extended to Carl Haverlin, BMI, for his service to the industry in music matters. Stations WHBQ, WMC, WMPS and WREC and Director Hoyt Wooten were thanked in their capacity as hosts for the meeting, which featured a dinner on Thursday as well as luncheons for the two day session.

Full registration was as follows:

Bill Slates, KFPW; Millard Magruder, KFPW; Sam W. Anderson, KFFA; J. Q. Floyd, KFFA; Kenneth Kellam, KTHS; William E. Ware, KWFC; W. H. Cate, KBTM; Ed Zimmerman, KARK; C. K. Beaver, KARK; S. C. Vinsonhaler, KLRA; Jack Parrish, KOTN; Frank O. Kyers, KCMC; Harold Wheelahan, WSMB; W. H. Summerville, WWL; T. B. Lanford, KRMD; John C. McCormick, KTHS-KTBS-KWKH; B. G. Robertson, KTBS-KWKH; Fred Ohl, KTBS-KWKH; Wilton Cobb, WMAZ; Hugh O. Jones, WGCM; Wiley P. Harris, WJDX; Mrs. Frank Cashman, WQBC; Bob McRaney, WCBI; Emmett McMurray, WJPR; Gene Tibbett, WELO; P. K. Ewing, Jr., WMIS; Hugh M. Smith, WAML; Dave A. Matison, WAML; C. J. Wright, WFOR; L. M. Sepaugh, WSLI; Robin Weaver, WROX.

Carter Parham, WDOD; Earl W. Winger, WDOD; Bob Atherton, Cliff Goodman and H. W. Slavick, WMC; Ottis Devine, Harry Stone, Dean Upson and Louise Farmer, WSM; Gertrude McClanahan, WSM; H. R. Krelstein, WMPS; Frances Chamberlain, WMPS; Jack Draughon, WSIX; E. A. Alburty, WHBQ; Hollis R. Wooten, Hoyt B. Wooten, and Roy Wooten, WREC; F. D. Binns and F. C. Sowell, WLAC; W. E. Williams, WJZM; Bob Stevens, WHBQ; Eugene Pournell, WHBQ; John T. Orr, WHBQ; J. Lindsay Nunn, WBIR.

W. F. Dananbarger, United Press; Willett Kempton, OWI; Bill Schudt, CBS; Carl Haverlin, BMI; Charles Godwin, MBS; W. Ward Dorrell, C. E. Hooper, Inc.; Leonard D. Callahan, SESAC; Wade Barnes, NBC Thesaurus; C. E. Arney, Jr., Lewis H. Avery and Willard D. Egolf, NAB; John Hymes, OWI; Major R. P. Forster, British Army Staff; K. A. Jadassohn, U. S. Treasury Department; Alex Sherwood, Standard Radio; Frank E. Chizzini, NBC; A. W. Kaney, NBC; George A. Kercher, Edward Petry & Co.; Herbert Denny, Standard Radio; A. Stine, Press Association; and Pat Walsh, United Press.

LEGISLATIVE COMMITTEE MEETS WITH CHAIRMAN WHEELER

During the course of a two-day NAB Legislative Committee meeting, conferences were held between the full NAB Committee and Senator Wheeler, Chairman of the Interstate Commerce Committee, to go over the legislative situation. J. Harold Ryan, President-elect of NAB, attended the meetings. He appointed J. Leonard Reinsch an additional member. Don Elias was unanimously named Acting Chairman. The entire membership was present, with one exception. Those attending were: Don S. Elias, WWNC; Nathan Lord, WAVE; Clair McCollough, WGAL; Joseph H. Ream, CBS; J. Leonard Reinsch, WSB; Frank M. Russell, NBC; G. Richard Shafto, WIS; James W. Woodruff, Jr., WRBL; and Ed Yocum, KGHL. Also present from NAB headquarters were C. E. Arney, Jr., Robert T. Bartley and Karl A. Smith. James D. Shouse, WLW, was unavoidably absent.

WMC CONTINUES BROADCASTING IN ESSENTIAL CATEGORY

The War Manpower Commission has issued a revised list of essential activities which includes all changes to and including January 15, 1944. The first complete list was released in December, 1942 (NAB Selective Service Handbook Supplement No. 7).

Listed as essential activities are radio broadcasting, the manufacture of replacement items and the servicing of home receivers. The list is used as a general guide by the United States Employment Service and the Selective Service System. No changes in the List of Critical Occupations were announced.

STATION WAVE "FUNATHON" SELLS $208,000 IN BONDS FEBRUARY 8

Louisville Mayor Sings "Pistol Packin' Mama"—Defeated Candidate Accompanies

An all day "Funathon" with a "Hellzapoppin" flavor netted station WAVE $208,000 in War Bond sales February 8.

Typical of the day and a highlight of the promotion, Mayor Wilson W. Wyatt sang "Let Me Call You Sweetheart" and "Pistol Packin' Mama" while defeated Republican candidate James G. Stewart accompanied on his guitar. Stewart then hypnotized an announcer, Bert Blackwell, and had him sing. Later Stewart took the part of Juliet in a scene with Paul Jenkins, highschool athletic director, who played Romeo. Where there was hair, it was down, all day long on WAVE, as local celebrities and the city great poured their talents into the microphones.

Second Baseman Billy Herman of the Brooklyn Dodgers, pitcher Max Macon of the Boston Braves and a studio full of stars and coaches assembled by Don Hill, WAVE Sportscaster, went through their paces, ending up with a dramatization, in costume, of "Little Red Riding Hood" which sent the drama critics to the showers.

The voice of Donald Duck, Clarence Nash, read off the names of telephone purchasers and tap dancer Bill Robinson applauded in the style that made him famous.

The 19 hour bond selling spree ended with every member of the staff exhausted and every trick pulled out of the bag that had ever been seen or heard at a "Friday night get-up." Old time, stodgy selling methods discarded, "insane corn" demonstrated its superiority in a day-long festival climaxed by a three hour show beginning at 10 PM, the last bond being sold at 1 AM.

(Send your station's story to NAB.)

WRVA ANNOUNCEMENTS RECOVER SAILOR'S BAG

Sailor Leonard M. Stratton, enroute to Minneapolis, left his bag in a car in which he had caught a ride as far as Richmond.

Police and WRVA gave sympathetic assistance. Three announcements describing the car, its driver, and his two dogs, went on the air before midnight.

At 12:30 AM the driver appeared at the station with the bag and the sailor went happily on his way.

ARMED FORCES RADIO SERVICE THANKS NAB FOR PERSONNEL INFORMATION

Following is an excerpt from a letter received by Willard D. Egolf, NAB Assistant to the President, from the Armed Forces Radio Service:

"We wish to take this opportunity to thank you very much for the cards you are continuously sending us, giving us pertinent information regarding men in the service with radio experience. We appreciate greatly your very close cooperation. . . ."

This service was instituted in April of 1943 by NAB in an effort to provide the War Department with information about radio personnel (exclusive of technicians) now in the armed forces. The industry was surveyed at that time and NAB received hundreds of replies which were catalogued and furnished to the Armed Forces Radio Service.

If you have radio personnel now in the service for whom you have not filed information with NAB regarding background and experience in branches of broadcasting other than technical, please send it in, together with the address of the man or woman in the service, as carried in your records.

SPECIAL 4th WAR LOAN PROMOTIONS

WFCI, Pawtucket, R. I.

WFCI Bond Wagon, an appropriately decorated automobile that roamed entire area, made door-to-door bond sales to those who could not visit studio. In large studio was a 100 picture display, "Graflex Views the War." Thousands saw these pictures and bought war bonds. Ten spots per day used to promote display and build sales.

WMMN, Fairmont, W. Va.

Remote broadcast from Fairmont theatre—premiere showing of "The Gang's All Here." Two specially written and produced programs broadcast from station's studios. Guest speakers presented on 5 locally sponsored programs and on sustaining time.

WCED, DuBois, Pa.

Six "Bonderees" conducted in station area; over $300,000 worth of bonds sold. Programs conducted in theatre with Virginia Wade, WCED's special events announcer, doing entire selling job.

WWSW, Pittsburgh

Station and Pittsburgh Post Gazette held two bond rallies, both broadcast from Syria Mosque. Three hours 30 minutes total radio time consumed in these two promotions which netted over $800,000 in war bond sales. On Feb. 15 station broadcast local bond rally with Bill Robinson appearing on program titled "Footlights & Stardust." Also participated in statewide program, "Pennsylvania Backs Attack."

WNOX, Knoxville, Tenn.

Station broadcast special 30-minute program from Rohm & Haas war plant; one 30-minute remote and one hour-and-a-quarter remote from Clinton Engineer Works war plant, near Knoxville; remotes from L. & N. R.R. shops, yards, etc.; broadcast from War Aluminum Exhibit, Aluminum Co. plant, Alcoa, Tenn. Twenty civic leaders broadcast 5-minute talks. Station sponsored two-week exhibit of "Graflex Sees the War."

READY FOR WORK

12 WOMEN STUDIO OPERATORS

CAPABLE-DEPENDABLE

Screened from

1,000 APPLICANTS

These women have just completed the NAB studio training program conducted by RCA Institutes in New York studios of Blue, CBS, MBS and NBC.

All are capable, dependable, mature women, carefully screened from over 1,000 applicants. Each is prepared to leave her present position for a worthwhile job in her chosen field—broadcasting.

Those interested in these

12 Permanent Solutions to Your Draft Problems

Write, Wire, Telephone NAB. Please supply complete information covering salary, working conditions and availability of living facilities.

WEIM, Fitchburg, Mass.

Talent from various industrial organizations put on amateur "Bond Selling Contest." Voting done by listeners; each vote cost a $25.00 war bond. Sold $6,000 in bonds.

WKZO, Kalamazoo, Mich.

On Feb. 1, WKZO installed extra telephone lines to handle pledges for bonds. Result was $111,000 sales.

WCOS, Columbia, S. C.

Devoted entire broadcasting day Tuesday, Feb. 8, to sale of war bonds. Approximately $15,000 worth of bonds were sold and delivered.

WHYN, Holyoke, Mass.

Remote pickup of 30-minute broadcast of "Book Author Rally" held in Northampton, Jan. 25. Nearly one-half million dollars in bond sales realized. Ambulance plane, "The Northampton," purchased. Mark Van Doren, Esther Forbes and Mary Ellen Chase were among speakers. Rally promoted by daily 5-minute talks on "Northampton Merry-Go-Round" during week preceding rally.

WWDC, Washington, D. C.

Monday through Saturday, for 26 days, 6:15-6:30 p. m., produced bond drive show from Walter Reed Hospital, with wounded soldiers competing for highest sales record via telephone pledges. $500 war bond awarded winner by WWDC on final night with Mrs. Franklin D. Roosevelt making award. Citation given winner by Treasury Department.

WFOY, St. Augustine, Fla.

"By Their Public and Patriotic Deeds, Ye Shall Know Them" is name of four page promotion piece, issued by WFOY at close of 4th War Loan.

Twenty business houses sponsored one or more 15-minute shows; 5 presented 30-minute shows; 8 presented from one to five, 5-minute shows; 9 others cooperated in presentation of a 60-minute weekly program, "St. Augustine Treasury Bond Wagon." Sixteen cooperated in a 30-minute, Monday through Friday program, entitled, "Heavy Cruiser U.S.S. St. Augustine." Superior Dairies presented two 15-minute shows, a 30-minute show, and, at the climax of the 4th War Loan Campaign, bought time and facilities for a continuous two-hour-forty-five-minute broadcast, "Farmer's Day War Bond Auction and Parade." This event alone sold $257,300 in bonds and put St. Johns County over quota by more than $100,000.

WBOW, Terre Haute, Ind.

Station began bond sales promotion Jan. 4 with display of 100 war pictures in Mayflower Room, Terre Haute House, and, as result, sold $76,075 worth of war bonds. Program opened and closed with music by Wiley High School Band. A drawing determined award of the most popular picture on display to one of bond purchasers. Six sound film war movies shown throughout the day and evening until 11 p.m. "War Department Report" shown war workers at 8:30 p.m. Ten days previous station promoted bonds on the "Dr. I. Q." broadcast from Indiana State Teachers' College auditorium. On Jan. 15, 17, 18 and 19 station cooperated with department store in war bond drive window displays of "Tribute to the Unconquerables", by carrying a remote daily program.

On Feb. 15, members of the "Happy Hour Program", from the Great Lakes Naval Training Station, broadcast an entertainment program over WBOW. Navy officer Bob Elson, formerly of WGN, "Happy Hour" MC, was later interviewed in a 15-minute program by Manager Jackson.

WGAA, Cedartown, Ga.

Used 505 spots on commercial programs and sustaining. Numerous ETs and several 15-minute live shows.

WIGM, Medford, Wis.

Ten 15-minute live shows reported county bond sales and effectively kept all bond salesmen on their toes throughout campaign.

WPAR, Parkersburg, W. Va.

As a final war bond promotion, station launched special campaign at 10:30 p.m. Feb. 15. By 1 a.m. had sold over $15,000 worth of war bonds at auction. Regional chairman Fayette Smoot said, over the air, that WPAR was responsible for putting Wood County over the top. Carl Loose, station program director, and a staff announcer did the selling job.

WOSH, Oshkosh, Wis.

Promoted live show, "It's the McCoy," from local theatre with admission by bond purchase. Broadcast another half-hour from amusement place selling war bonds and giving free movie as bonus. Promoted Graflex Exhibit. Sold bonds on a daily woman's program.

WCFL, Chicago

Eight special broadcasts from Commonwealth Edison Company building, with best local Chicago talent including orchestras. Length of broadcasts, 25 minutes each.

WAYS, Charlotte, N. C.

Two weeks picture exhibit, "Graflex Sees the War", seen by thousands. Carried two remote shows from scene of exhibit, promoting exhibit and bond sales. Exhibit well received and contributed materially to success of drive.

WSFA, Montgomery, Ala.

Held Gunter Field Bond Day with special programs all day on opening day of drive. Gunter Field Bond Wagon was under direction of wife of commandant of field. Special planes flew over city dropping leaflets calling attention to special programs; $200,000 worth of bonds sold in one day. Also cooperated with local boy scouts on boy scout bond day over NBC.

KYSM, Mankato, Minn.

Arranged for Victory Mothers to appear during first two days of war bond drive in February. Twenty blue/gold star mothers delivered one-minute appeals. Final week of drive brought every boy scout troop in Mankato to studios. KYSM's first all-army show. Personnel of the air forces, held overnight between trains, wrote and produced their own show to stimulate the sale of bonds.

WAJR, Morgantown, W. Va.

Had "Graflex Sees the World" war picture display in studio. Open to public for four weeks. Proved very effective in stimulating sales.

WGRC, Louisville, Ky.

Used twenty-eight 5-minute "Moneyman" sustainers. Proved effective vehicle for war bond sales.

WWNC, Asheville, N. C.

Most of station's war bond promotion took place in January. On Jan. 18 WWNC held its own war bond day and in addition broadcast war bond rally from Asheville Auditorium.

WBRW, Welch, W. Va.

Gave away personally autographed 12 x 15 pictures of movie stars with every $25 bond purchase. Purchasers of $100 bonds drew tinted pictures.

WCMI, Ashland, Ky.

Displayed photos in window of Starr Furniture Co. and Gablers Department Store.

WSB, Atlanta

WSB helped support several war bond drives including that put on for "Truth or Consequences" show at Paramount theatre. This sold approximately $1,250,000 in bonds. The Boy Scouts bond campaign, with which WSB cooperated, accounted for $258,000 in bonds, while the cooperation with farmers sold approximately $3,000,000 in bonds.

WGH, Newport News, Va.

Station held a very successful war bond auction broadcast.

WMBH, Joplin, Mo.

Awarded "Fox Hole" pillows with bond purchases. Showed display of Signal Corps equipment from Camp Crowder in connection with drive. Camp Crowder produced a 2-hour show with admission by war bond purchases.

WJEJ, Hagerstown, Md.

Organized War Bond promotion committee for area. Committee allocated equal sums to station and newspaper. Result, Hagerstown went 53% over quota. Names of all sponsors were deleted from copy, sponsors backing the campaign as an overall promotion.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, March 6. They are subject to change.

Tuesday, March 7

Consolidated Hearing

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—C. P. to move transmitter and studio to West Point, Ga.; **1490 kc.,** 250 watts, unlimited.

NEW—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Company, West Point, Ga.—C. P., **1490 kc.,** 250 watts, unlimited.

Wednesday, March 8

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Renewal of license; **1320 kc.,** 100 watts, daytime.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WIAC—Enrique Abarca Sanfeliz (assignor), Radio Station WIAC, Inc. (assignee), San Juan, P. R.—Granted consent to voluntary assignment of license of Station WIAC, from Enrique Abarca Sanfeliz to Radio Station WIAC, Inc., a newly formed corporation (B-AL-392).

KMPC—KMPC, The Station of the Stars, Inc., Beverly Hills, Calif.—Granted renewal of license for main and auxiliary transmitters, for period beginning February 1, 1944 (B1-R-18).

KGEZ—Donald C. Treloar (assignor), A. W. Talbot (assignee), Kalispell, Mont.—Granted consent to voluntary assignment of license of Station KGEZ and the lease of all property used in the operation of the station, from Donald C. Treloar to A. W. Talbot, for an immediate sum of $15,000 in consideration of the first three years of the lease; the lease to run for a period of 20 years at the rate of $5,000 per year thereafter (B5-AL-391).

KBSP—Benson Polytechnic School, R. T. Stephens, Agent, Portland, Oregon.—Granted modification of license to change hours of operation from sharing KXL, to 10:30 a. m. to 6:30 p. m., PST, Monday through Friday each week (B5-ML-186). Also, granted renewal of license for regular period (N5-R-84).

KBKR—Glenn E. McCormick and Paul V. McElwain (transferors), Marshall E. Cornett and Lee W. Jacobs (transferees), Baker Broadcasting Co., Baker, Oregon.—Granted consent to transfer of control of Baker Broadcasting Co., licensee of Station KBKR, from Glenn E. McCormick and Paul V. McElwain to Marshall E. Cornett and Lee W. Jacobs, by the transfer of 100% (or 170 shares) of the issued and outstanding capital stock for a total consideration of $20,000 (B5-TC-340).

WCBA-WSAN—Lehigh Valley Broadcasting Co. (licensee), Allentown Call Publishing Co. (transferor), Royal W. Weiler, J. Calvin Shumberger, Sr., David A. Miller, Fred W. Weiler, Samuel W. Miller, Donald P. Miller & Miller Associates (transferees), Allentown, Pa.—Granted consent to relinquishment of control by Allentown Call Publishing Co. of Lehigh Valley Broadcasting Co., licensee of Stations WCBA and WSAN, Allentown, Pa., by the transfer of 495 shares (or 76.98 percent) of the issued and outstanding capital stock to transferees for a consideration of $90.72 per share (B2-TC-349).

WSAN—Lehigh Valley Broadcasting Co., Allentown, Pa.—Granted modification of license to change hours of operation from sharing WCBA to unlimited time; call letters of WCBA deleted (B2-ML-1187).

KSLM—Oregon Radio, Inc. (licensee), H. B. Read (transferor), Paul V. McElwain & Glenn E. McCormick (transferees), Salem, Oregon.—Granted consent to transfer of control of Oregon Radio, Inc., licensee of Station KSLM, from H. B. Read to Paul V. McElwain and Glenn E. McCormick, by the transfer of 150 shares (100 percent) of the issued and outstanding capital stock for a total consideration of $69,000 (B5-TC-342).

KBON—Inland Broadcasting Co., Omaha, Nebr.—Granted renewal of license for radio Station KBON. At the same time, the Commission denied the petition filed by radio Station WOW, Inc., requesting that the renewal application of KBON be designated for hearing.

KVOE—The Voice of The Orange Empire, Inc., Ltd., Santa Ana, Calif.—Denied petition for reconsideration and grant of application for construction permit to change operating assignment from **1490 kc.,** 250 watts, to **1480 kc.,** 1 KW; and designated said application for hearing on issues relating to conformity with Public Notice of January 26, 1944 (B5-P-3482).

KGBX—Springfield Broadcasting Co. (licensee), Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder (transferors), Springfield Newspapers, Inc. (transferee), Springfield, Mo.—Granted consent to acquisition of control by Springfield Newspapers, Inc., of Springfield Broadcasting Co., licensee of Station KGBX, by the transfer of all of the issued Class A stock (250 shares) from Cox, Foster, Johnson and Magruder, to the Springfield Newspapers, Inc., for a consideration of $25,000. (Springfield Newspapers, Inc., own all but 3 shares of the 250 shares of Class B stock.) (B4-TC-359).

KWTO—Ozarks Broadcasting Co. (licensee), Springfield Newspapers, Inc., H. S. Jewell, T. W. Duvall, Tams Bixby, Jr., and Jeanne Bixby (transferors), Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder (transferees), Springfield, Mo.—Granted consent to acquisition of control of Ozarks Broadcasting Co., licensee of Station KWTO, by the transfer of 500 shares of Class B stock from Springfield Newspapers, Inc., Jewell, Duvall, Bixby & Bixby, to Cox, Foster, Johnson and Magruder, for a consideration of $100,000 (B4-TC-361).

WFNC—Cape Fear Broadcasting Co., Fayetteville, N. C.—Granted extension of time to file Form 726-A until March 20, 1944, in re assignment of license.

WFTL—Ralph A. Horton (assignor), The Fort Industry Co. (assignee), Ft. Lauderdale, Fla.—Adopted an Order granting voluntary assignment of construction permit and license of Station WFTL and relay stations WAAD and WRET. (Docket 6542)

WFTL—Ralph A. Horton, Ft. Lauderdale, Fla.—Granted license to cover construction permit and authority to determine operating power by direct measurement. (Docket No. 6543)

WFTL—The Fort Industry Co., Ft. Lauderdale, Fla.—Granted modification of license to move main studio from Fort Lauderdale, Fla., to Miami, Fla., subject to the condition that, in the event the field intensity in the Miami business district proves to be inadequate from actual operation, Station WFTL would then operate with the directional antenna both day and night. (Docket 6544)

WMTU—Birney Imes, Jr., Tupelo, Miss.—Granted request from Mr. Bob McRaney, general manager for Birney Imes, Jr., to change call letters from WMTU to WELO.

The Yankee Network, Inc. (assignor), The Winter Street Corp. (assignee).—Granted consent to assignment of licenses from The Yankee Network, Inc., to The Winter Street Corporation; no monetary consideration involved. Stations involved are: WNAC, Boston; WEAN, Providence; WAAB, Worcester, and WICC, Bridgeport; four relay stations (WEOD, WEKX, WEKZ, WEKY), two high frequency stations (WGTR and WMTW, Boston), two Class 2 experimental stations (W1XOV and W1XOY), and one intermittent provisional (WKHG).

Granted renewal of following facsimile broadcast station licenses for the period beginning March 1, 1944, and ending no later than March 1, 1945:

W8XUM, WBNS, Inc., Columbus, Ohio; W9XWT, Courier-Journal and Louisville Times Co., Louisville, Ky.

WEHS—WHFC, Inc., Chicago, Ill.—Granted petition to reconsider and grant application (B4-MPH-116) for modification of construction permit for new high frequency (FM) broadcast station (WEHS) at Chicago, Ill.; granted conditional to the Public Notice dated January 26, 1944.

DESIGNATED FOR HEARING

WABI—Community Broadcasting Service, Bangor, Maine.—Designated for hearing applications for modification of construction permit for change in type of transmitter and extension of commencement and completion dates (B1-MP-1673) and for renewal of station license (B1-R-145).

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Granted motion to dismiss application for construction permit to move transmitter and studio to West Point, Ga. (Docket No. 6548)

L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted petition to postpone hearing on application for construction permit for new broadcast station, now scheduled for March 7; continued to April 6, 1944. (Docket No. 6549)

MISCELLANEOUS

KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted modification of construction permit which authorized installation of new transmitter, for extension of completion date from February 22 to April 22, 1944 (B4-MP-1735).

APPLICATIONS FILED AT FCC

560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Modification of construction permit (B5-P-3150 as modified, which authorized change of frequency, increase in power and installation of new transmitter and directional antenna for night use) for changes in directional antenna and ground system and extension of completion date.

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Extension of special service authorization to operate indirect method on **560 kc.**, 250 watts night, 1 KW, daytime, unlimited hours of operation for the period ending 11-1-44.

660 Kilocycles

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Authority to determine operating power by direct measurement of antenna power under terms of special service authorization.

780 Kilocycles

KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Voluntary relinquishment of control of licensee corporation by The Sidles Company through distribution of capital stock as follows: The Sidles Co. 27.5%, Star Printing Co. 13.75%, State Journal Printing Co. 13.75%, and Columbia Broadcasting System, Inc. 45%.

WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Modification of license to change hours of operation from simultaneous day and share night with KFAB to unlimited time contingent on KFAB going on **1110 kc.**

WJAG—The Norfolk Daily News, Norfolk, Nebr.—Construction permit to change frequency from **1090 kc.** to **780 kc.**

1110 Kilocycles

KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Construction permit to change frequency from **780 kc.** to **1110 kc.**, change hours of operation from simultaneous day and share night with WBBM to unlimited time and install directional antenna for night use.

WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—Voluntary assignment of license from Columbia Broadcasting System, Inc., to KFAB Broadcasting Co.

1230 Kilocycles

NEW—Marietta Broadcasting Co., Virgil V. Evans, Sole Owner, Marietta, Ga.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, 250 watts power and unlimited hours of operation. Amended: to specify a transmitter and studio site.

1340 Kilocycles

NEW—Ernest H. Carroll, Virginia B. Carroll, James S. Beaty, Jr., and William C. Beaty, d/b as York County Broadcasting Co., Rock Hill, S. C.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, 250 watts power and unlimited hours of operation.

FM APPLICATIONS

NEW—National Broadcasting Co., Inc., Denver, Colo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43900 kc.**

NEW—National Broadcasting Co., Inc., San Francisco, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43900 kc.**

NEW—National Broadcasting Co., Inc., Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44100 kc.**

NEW—National Broadcasting Co., Inc., Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44300 kc.**

NEW—National Broadcasting Co., Inc., Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43700 kc.**

NEW—WICA, Inc., Ashtabula, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.** with coverage of 4,116 square miles.

NEW—Saginaw Broadcasting Co., Saginaw, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45500 kc.**

NEW—WKY Radiophone Co., Oklahoma City, Okla.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44500 kc.** with coverage of 21,000 square miles.

NEW—Midland Broadcasting Co., Kansas City, Mo.—Modification of license to change from a developmental broadcast station to a high frequency (FM) broadcast station with coverage of 6,700 square miles. (**46500 kc.**)

NEW—KLZ Broadcasting Co., Denver, Colo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 31,400 square miles.

NEW—The Gazette Company, Cedar Rapids, Iowa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 7,400 square miles.

NEW—Capital Broadcasting Co., Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46700 kc.**

NEW—John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch and John L. Meridian, partners, d/b as Liberty Broadcasting Co., Pittsburgh, Penna.—Construction permit for a new high frequency (FM) broadcast station.

NEW—Plaza Court Broadcasting Co., Oklahoma City, Okla.—Construction permit for a new high frequency (FM) broadcast station to be operated with a coverage of 15,394 square miles.

NEW—Drovers Journal Publishing Co., Chicago, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48700 kc.** with coverage of 10,800 square miles.

NEW—The Broadcasting Corporation of America, Riverside, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 48,000 square miles.

TELEVISION APPLICATIONS

NEW—The Broadcasting Corporation of America, Riverside, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (**66000-72000 kc.**).

NEW—Loyola University, New Orleans, La.—Construction permit for a new commercial television broadcast station.

NEW—Philco Radio and Television Corp., New York, N. Y.—Construction permit for a new commercial television broadcast station to be operated on Channel #9 (**180000-186000 kc.**).

NEW—Philco Radio and Television Corp., Washington, D. C.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (**78000-84000 kc.**).

NEW—National Broadcasting Co., Inc., Cleveland, Ohio.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).

NEW—News Syndicate Co., Inc., New York, N. Y.—Construction permit for a new commercial television broadcast station to be operated on Channel #11 (**204000-210000 kc.**).

NEW—National Broadcasting Co., Inc., Chicago, Ill.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).

WGN, Inc., Chicago, Ill.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (**78000-84000 kc.**).

NEW—National Broadcasting Co., Inc., Los Angeles, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (**66000-72000 kc.**).

NEW—National Broadcasting Co., Inc., San Francisco, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (**78000-84000 kc.**).

NEW—National Broadcasting Co., Inc., Denver, Colo.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (**60000-66000 kc.**).

NEW—Television Productions, Inc., area of Los Angeles, Calif.—Modification of construction permit (B5-PVB-87 as modified), which authorized construction of new experimental television relay broadcast station for changes in equipment and extension of completion date.

NEW—WKY Radiophone Co., Oklahoma City, Okla.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).

NEW—KLZ Broadcasting Co., Denver, Colo.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (**66000-72000 kc.**).

MISCELLANEOUS APPLICATION

NEW—Courier-Journal and Louisville Times Co., near Eastwood, Ky.—Construction permit for a new temporary Class II experimental broadcast station to be operated on **45700 kc.**, 1 KW power and special emission.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

J. Claud Griffin, trading as Commercial Art Co., and Daniel G. Ries, trading as Progressive Portrait Co., each having his place of business at Room 407, 929 Fifth Ave., Pittsburgh, are charged in a complaint with entering into and carrying out agreements whereby they use false and deceptive acts and practices to induce the purchase of colored photographic enlargements and frames therefor. (5133)

Zo-Lon Company—Misrepresentation of a medicinal preparation designated "Zo-Lon Compound," advertised as a weight-reducing remedy, is alleged in a complaint issued against A. T. Wilson, trading as Zo-Lon Company, 422 South Akard St., Dallas, Tex. The business is conducted as a partnership, the other member being John T. Benson, who at present is not engaged actively in the business and whose address is unknown. (5132)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Exhibit Sales Co., 423 Market Street, Philadelphia, has been ordered to cease and desist from selling or otherwise disposing of radios or any other merchandise by means of a game of chance, gift enterprise or lottery scheme. (4024)

National Biscuit Company, 449 West 14th Street, New York, has been ordered to cease and desist from violation of the Robinson-Patman Act by discriminating in prices between different purchasers of its biscuits, crackers, cakes and other bakery packaged products of like grade and quality. (5013)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Avalon Lane Co., 175 East Broadway, New York, selling a preparation designated "Lashgro," stipulated that she will cease and desist from representing by use of the trade name "Lashgro," or otherwise, that the product causes the eyelashes to grow longer or thicker or will promote or in any way affect the growth of the eyelashes. She also agrees to discontinue representing that the preparation will correct or remedy red, scaly eyelids. (03192)

St. Paul Packaged Fuel, 459 East 8th Street, St. Paul, has entered into a stipulation to cease and desist from certain misrepresentations in connection with the sale of a device designated "Convert-O-Grate," recommended for converting oil-burning furnaces to coal-burning, or coal-burning furnaces to oil-burning. (3815)

Table of Contents

January and February

Page

BROADCAST ADVERTISING

Avery Speaks at National Men's Wear Ass'n Convention ... 17
Avery Speaks at NRDGA Annual Convention ... 8
Department Stores Use Radio ... 56
P. I. Deal—Pitluk Advertising Co. ... 11
Retail Promotion Plan Results ... 16
Sales Managers Hear "What Radio Buyers Want To Know" ... 40
Sales Managers Meetings ... 1–16

BROADCAST MUSIC, INC.

District 13 Broadcasters Want Stronger BMI ... 62

DEFENSE

4th War Loan ... 11
Paper Rationing Affects You ... 11
Voluntary Censorship Tightened ... 24

ENGINEERING

District Engineering Committee ... 10
FM Broadcasters Meet ... 25
FM vs. AM Television Sound ... 64
NAB Operator Training ... 56
Television Meeting ... 32
Television Stations Listed ... 32
Two NAB Staff Directors Address IRE Convention ... 26

FEDERAL COMMUNICATION COMMISSION

Adair New Chief Engineer ... 58
Appropriations ... 24–33
Chairman Fly—Speaks at FMBI Meeting ... 33
Identification Break Waived ... 25
Inspection of Records, Order No. 118 ... 18
Jett Nominated to Commission ... 7–58
NAB Files Brief on FCC Order No. 118 Amending Rule No. 1.5 ... 51
New Multiple Ownership Order ... 31
Newspaper Case Closed ... 7
Number of Stations, 914 ... 42
Policy on C. P.'s Clarified ... 23
Proposed Network Recording Rule ... 31
Transfer of Control Regulation ... 12

Page

GENERAL
- Broadcast Pleas Reduce Army Depot Absenteeism 4
- Canadian Ass'n of Broadcasters Convention 61
- College Degrees in "Radio Journalism" Seen by NAB Radio News Committee 26
- Committee Studies College Radio Courses 32
- Educators Request More Channels 32
- Identification Break Waived 25

GENERAL
- Imported U. S. Radios and Domestic Production Maintain Listening in Britain 19–57
- Industry Thanked by Infantile Paralysis Foundation 55–65
- Information Wanted on "Rape of Radio" Book Cover 19
- National Ass'n of Evangelicals Questionnaire 11
- National Thrift Week 11
- No Attempts to Influence News by Advertisers 56
- Proposed Sale of WBT 33
- Stations Study Public Likes and Dislikes 56
- Trammell Extols Radio and Press 4

GOVERNMENT
- FTC Report on Radio 12
- Internal Revenue, Talent Tax Status 63
- More Treasury ET's for Sponsorship 31–57
- Navy Dept. Compliments NAB 41
- OWI Needs Overseas Personnel 64
- Policy on C. P.'s Clarified 23
- Voluntary Censorship Tightened 24
- War Dept. Recognizes NAB Activity 31

LABOR
- Commission Employees—New Policy 2
- Pancake Turners 52
- Wage and Hour (Talent Fees) 15
- WMC Appeals Procedure Modified 53

LEGISLATION
- Brown & Rankin File Bills Affecting Radio 65
- Brown Bill H. R. 431, Study and Investigation of News Released to Armed Forces 65
- NAB Revises Legislative Recommendations 24
- Rankin Bill H. R. 4151, Libel & Slander 65

MUSIC
- Commodore Records 53

NATIONAL ASSOCIATION OF BROADCASTERS
- Annual Convention 31
- Ass'n of Women Directors Stage Big Event 57
- Audience Measurement Bureau Committee Meets 31
- Avery's Talk Before NRDGA Convention 8
- Board Meeting, February 2 and 3 15
- Brief Filed on FCC Order 118 Amending Rule 1.5 51
- Canadian Ass'n of Broadcasters Convention 61
- Convention Site and Program Committee Meet 9
- District 8 39
- District 10 39
- District 12 63
- District 14 41–53
- District 16 54
- District 13 Broadcasters Want Even Stronger BMI 62
- District Engineering Committee 10
- District Meeting Resolutions 39

Page
- District Meetings Schedule 1–7–15–25
- John E. Fetzer 8th District Director 39
- Finance Committee Meet, January 10 9
- John J. Gillin 10th District Director 39
- Navy Dept. Compliments NAB 41
- News Sub-Committee Meets 18
- Operator Training 56
- Program Managers Executive Committee Meet 10
- Public Relations Meetings 1–25
- Radio News Committee 26
- Ryan New President 29
- William B. Ryan 16th District Director 54
- Revised Legislative Recommendations 24
- Sales Managers Hear "What Radio Buyers Want To Know" 40
- Sales Managers Meetings 1–16
- Salt Lake City Broadcasters Meet with Egolf and Avery 54
- War Dept. Recognizes NAB Activity 31
- William B. Way Re-elected 12th District Director 63
- Ed Yocum 14th District Director 41–53

PROMOTION
- Bond Booths on Docks 11
- Design Technique versus Service Requirements, Talk by Irwin W. Stanton 45
- Kansas City Goes in for Kid Shows 42
- More Treasury ET's for Sponsorship 31
- Post-War Radio Service 45
- Radio in Service of Home and Nation, by A. Stringer 48
- Stations Ask for War Bond ET's 19
- Stations Favor Continuance Bond Campaign 18
- WGAR's Library Promotion 32
- WGAR and WJR Survey 75 Stations 56

PUBLIC RELATIONS
- Egolf Addresses Radio Council of Greater Cleveland 26
- Meetings 1–25
- NAB Ass'n of Women Directors Stage Big Event 57
- Radio Councils Activities 19–26

RADIO TECHNICAL PLANNING BOARD
- Panel #3 Meeting 55
- Panel #4 Meeting 2
- Panel #5 Changes 56
- Panel #6 Meeting 64

RESEARCH
- Population Shifts 65
- Radio Families, January 1, 1944 17

TAXATION
- Talent Tax Status 63

TUBES
- Views on Production Differ 2

NAB SPECIAL BULLETINS

THE BEAM Vol. 2, No. 1
LEGISLATIVE Vol. 12, No. 1, 2
SELECTIVE SERVICE No. 17
SWAP BULLETIN No. 46, 47

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 10, March 10, 1944

Radio Does a Job

The tremendous contribution which the domestic radio broadcasting industry, through the 913 independent stations and the networks, is making to the war effort is revealed by the study of the figures for 1943. These figures compiled by the NAB Research Department disclose that on both a commercial and sustaining basis valuable contributions in informative and educational programs, directly in aid of the war effort, have been made.

Reduced to monetary terms the value of the time, sustaining and commercial, devoted through radio programs and announcements directly in the war interest, totals $202,000,000.

When these figures are broken down it is disclosed that $93,000,000 in station and network time was given on a "sustaining" basis. Time valued at $81,000,000 and devoted directly to some phase of the government's war program was given on a sponsored or commercial basis.

To round out the total figure, $28,000,000 in talent costs was involved on sustaining and commercial programs by stations networks, and advertisers.

The detailed figures follow:

*THE VALUE OF RADIO'S CONTRIBUTION TO THE WAR EFFORT IN 1943

Government Agency	*Network Spot and Special Assignment*	*Station Contribution*	*Total*
Treasury Department	$26,323,900	$23,374,500	$49,698,400
Department of Agriculture—WFA	12,281,200	9,905,900	22,187,100
War Production Board	8,429,100	1,147,700	9,576,800
War Department	8,385,400	4,733,900	13,119,300
War Manpower Commission	6,282.200	5,737,000	12,019,200
Office of Price Administration	4,501,000	6,099,300	10,600,300
Navy Department	4,466,700	3,332.400	7.799.100
Office of Economic Stabilization	4,371,400	2,179,400	6,550,800
Federal Security Agency (Public Health)	3,216,600	4,288,200	7.504.800
American Red Cross	3,181,200	5,721,200	8,902,400
Office of Defense Transportation	2,748.000	3,907,900	6,655,900
National War Fund	2,102,300	4,620,600	6,722,900
Petroleum Administration for War	1,910.200	633,400	2,543,600
Rubber Administration	819,300	53,500	872,800
United Service Organizations (Books)	546,800	801,400	1,348,200
Social Security Board	417,000	1,209,500	1,626.500
War Shipping Administration	389,700	2,044,600	2,434,300
Office of Civilian Defense	202,400	1,033,100	1,235.500
Federal Bureau of Investigation	75,300	78,400	153,700
Office of Lend-Lease Administration	37,400	....	37.400
**Miscellaneous Campaigns	14,957,400	15,604,100	30,561,500
Total	$105,644,500	$96,506,000	$202,150,500

* Source. The figures above are estimates of gross values (one time rates-before discounts and commissions). Network originations were calculated from OWI allocation schedules and utilized the OWI estimates of net values based on 1942 revenue. Station originations were estimated from monthly war effort report submitted by stations to NAB.

** Campaigns not emanating from any particular government agency.

Plans are now being perfected to prepare a brochure for industry use in which this story of radio's part in the war effort will be completely documented. Outstanding examples of methods employed by various stations to aid some particular project will be presented. To this end station managements are requested to send to NAB complete information regarding an outstanding promotion. Pick out what you consider your most productive effort and send the story to us.

SALE OF TIME FOR DISCUSSION OF CONTROVERSIAL ISSUES DANGEROUS VARIANCE FROM CODE

Following announcement in the New York *Times* and the trade press that WMCA would sell time for the discussion of controversial issues, NAB directed a public letter to Mr. Nathan Straus, President of WMCA, pointing out the danger of such policy.

The *Times* article reads as follows:

> Nathan Straus, president of WMCA, announced yesterday that his station would sell time for the discussion of controversial issues providing both sides of a disputed question were presented commercially. The new policy represents a departure from "the code of ethics" of the National Association of Broadcasters, which bars the sale of time for such discussions and calls for their presentation on a sustaining basis.
>
> Mr. Straus said that the station would insist that both sides of an issue be offered on a commercial basis before accepting the program of a single faction because "otherwise the self-interest group with the greatest means would be allowed a monopoly of presentation."
>
> "Only in this way is the public protected against one-sided answers to two-sided questions," he added.
>
> In enunciating what was called a "freedom to listen" policy, Mr. Straus said that where no controversial issue is involved "any responsible organization" could buy time on WMCA. Wider adoption of such a policy by the radio industry has been urged recently by James L. Fly, chairman of the Federal Communications Commission."

Following is the NAB letter to Nathan Straus, WMCA president, signed by Willard Egolf, assistant to the president and secretary of the NAB Code Committee:

"The National Association of Broadcasters feels some concern over the announcement of WMCA policy to sell time for the discussion of controversial issues. Your requirement that both sides of a controversy be willing to participate commercially is only an incident to the real problem, we feel, and is not an adequate solution.

"For several years prior to 1939 the broadcasting industry searched for a suitable policy to cover the broadcasting of programs involving controversial issues. On July 11 of that year the Code of the National Association of Broadcasters was adopted at a meeting of the membership with

(Continued on page 78)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON Phone NAtional 2080

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

SALE OF TIME FOR DISCUSSION OF CONTROVERSIAL ISSUES DANGEROUS VARIANCE FROM CODE

(Continued from page 77)

more than five hundred present. Serious study by leaders of the industry resulted in a strong, unequivocal declaration in the section entitled 'Controversial Public Issues.' Put to the test and subjected to discussion many times since 1939, this language still stands in the opinion of the industry as the soundest assurance of operation in the public interest. The Code language on controversial issues follows:

'Controversial Public Issues

'As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

'Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

'The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

'Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.'

"In the light of this provision of the Code, the thing to be most regretted is a policy which places money in the balance, against a manager's judgment, in deciding the weight of a controversial issue. There is no substitute for alert, aggressive, public-minded station management. When the decision as to broadcasting a controversial public issue becomes involved with commercial revenue, even though both sides are represented, it cannot be denied that the prospect of revenue will occupy a prominent place in the negotiations; it will receive consideration and it may be accepted as a determining factor to the exclusion of sound broadcast policies. Worst of all, a station manager is invited to base his decision on monetary rather than public service considerations, thereby setting up false standards.

"In no sense does the Code of the National Association of Broadcasters impair the 'freedom to listen.' This right is the foundation of the Code. It is part of the basic radio law, under which owners of radio stations are licensed only on condition that they operate 'in the public interest, convenience and necessity.' Theirs is a public responsibility which need not be sugar-coated by an inducement to sell time which they are charged to furnish free.

"There is nothing in your policy which enables a proponent of a controversial issue to obtain broadcast time more readily than he is able to obtain it under the Code. As a matter of fact, reduced to its final analysis, your policy provides a means whereby he may be kept off the air altogether, and effectively. His opponent, by your own statement, need only say that he is unable or unwilling to spend the money for a reply. Under the Code of the National Association of Broadcasters, a station manager may schedule a broadcast on a controversial issue, if he deems it in the public interest. If no one on the opposing side chooses to make a reply, both sides are held to have had their 'day in court.' Thus, at least station management is vindicated in the exercise of unbiased judgment in the public interest.

"Inasmuch as the announcement of your policy received publicity through press and radio, we are taking the liberty of giving similar publication to this letter."

KOLIN HAGER, WGY, RE-ELECTED DIRECTOR OF NAB DISTRICT TWO

(Released by NAB News Bureau)

New York City, March 3: Kolin Hager, General Manager of WGY, Schenectady, New York, was re-elected Director of the Second NAB District here today. His was the only name proposed and the election was unanimous. Nomination was from the floor.

Resolutions thanked Neville Miller for his untiring and faithful service to the radio industry during his five and one-half years as President. J. Harold Ryan, incoming President, was given a pledge of allegiance. The Cannon-Mills Bill was condemned in language deploring the payment of government funds for either time or space in support of the war effort. NBC Thesaurus, RCA Recording Company and the Columbia Recording Company were commended for their stand against the demands of the American Federation of Musicians, advanced by James Caesar Petrillo. Stations were urged to make greater and more intelligent use of BMI material and Carl Haverlin, BMI Vice-President, was thanked for his efforts in keeping the industry informed on music matters. The NAB Legislative Committee was given a vote of confidence in its efforts to obtain new radio legislation. NAB stations in New York City and Kolin Hager, District Director, were thanked for serving as hosts to the meeting and for providing an interesting and instructive agenda, including two feature luncheon sessions.

C. E. Arney, Jr., Secretary-Treasurer and acting Managing Director of NAB, opened the two-day session with a report on legislation, having just attended a two-day meeting of the Legislative Committee in Washington. Arney also took up selective service, manpower, labor, war activities, postwar problems and probable developments, NAB membership and committees and their work. Discussion followed from the floor.

Introducing the A. F. of M.—transcription controversy, Arney called on representatives of transcription companies for a discussion. Broadcasters heard from Lloyd Egner, NBC Thesaurus; C. O. Langlois, Langworth Recordings;

Milton Blink, Standard Radio, and Clint Finney, AMP.

Representatives of music licensing agencies were given a private audience. They were J. M. Collins, ASCAP; Carl Haverlin, BMI; Leonard Callahan, SESAC, and Clint Finney, AMP. Ed Twamley, WBEN, Buffalo, later discussed practical operating and auditing problems under music licenses.

Mrs. Dorothy Lewis, Coordinator of NAB Listener Activity, reported on the "American Home Campaign" launched February 19 by the NAB Association of Women Directors and outlined in her other fields.

The session on sales and sales promotion was presided over by John Bacon, WGR-WKBW, Buffalo, who presented first Walter Neff, of Neff-Rogow, for a discussion of retail selling by radio, answering queries from the floor. Lewis H. Avery, Director of Broadcast Advertising for NAB, reported on the activities and plans of the Sales Managers' Executive Committee. Success of the Retail Promotion Committee Plan was detailed, especially as evidenced within the retail field by forthcoming NRDGA conferences. Plans to make sales presentations to the motion picture and building industries were outlined. A proposed continuing discount contract clause was introduced and discussed, together with recommended action on contracts containing precarious terms.

Michael R. Hanna, General Manager of WHCU, Ithaca, conducted the session on public relations, introducing Willard D. Egolf, NAB Assistant to the President, for a report on activities, followed by discussion of a proposed book on public relations for the industry, preliminary copy being on hand.

Harry Levin, Regional OWI Director, thanked the broadcasters for their splendid war service and reviewed the activities of his office.

Thursday's luncheon featured a stage show of Mirth and Madness, NBC morning attraction, together with Milton Caniff, creator and artist of "Terry and the Pirates," newspaper and radio strip. J. Norman Lodge, renowned war veteran and Associated Press correspondent, gave a stiring account of "This War's News," especially from the South Pacific. Merrill "Red" Mueller, NBC correspondent, covered North Africa and the Italian invasion. Members of the Radio Executives Club were guests of the broadcasters.

Friday's luncheon was an all-CBS program, with Lois January, "Reveille Sweetheart"; followed by "Missus Goes A-Shopping," John Reid King, comedy skit, and William Downes, CBS correspondent, recently returned from Russia.

Nathan W. Cook, WIBX, Utica, served as secretary for the two-day meeting.

The complete list of registrants follows:

Wm. Doerr, Jr., WEBR; Cy King, WEBR; Major E. M. Stoer, WINS; Earle Godfrey, WBAB; Ray McClosky, WNBF; Jack Lee, WHAM; Kolin Hager, WGY; C. D. Mastin, WNBF; Chas. Godolfky, WLIB; William Fay, WHAM; Jerome M. Layton, Clarence G. Cosby, J. Trevor Adams, Jr., WINS; John H. McNeil, WJZ; D. L. Provost, W. C. Roux, J. V. McConnell, WEAF; Walt Dennis, WHN; John H. Field, Jr., Arthur Hull Hayes, WABC; E. H. Twamley, WBEN; C. L. Egner, Oscar C. Turner, NBC; Chas. F. Phillips, WFBL; Wm. A. Riple, WTRY; Wm. Schudt, Jr., CBS.

Wm. I. Moore, WBNX; Sheldon B. Hickox, Jr., NBC; Leo F. Bissell, Joel H. Scheier, WMFF; A. G. MacDonald, WGY; Bruff W. Olin, Jr., WKIP; Charles D. Osborne, WMBO; Gunnar O. Wiig, WHEC; A. E. Spokes, WJTN; Frederick L. Keesee, WMBO; Nathan W. Cook, WIBX; Geo. S. Jones, WIBX; Michael R. Hanna, WHCU; Thomas L. Brown, WHDL; John A. Bacon, WGR-WKBW; Elliott Stewart, WIBX; Wm. O. Dapping, WMBO; Wm. Tilenius, NBC Spot Sales; Willard D. Egolf, NAB; Howard S. Frazier, NAB; Dorothy Lewis, NAB; C. E. Arney, Jr., NAB; Alex Sherwood, Standard Radio; Manuel Rosenberg, *The Advertiser;* Cy Langlois, Lang-Worth; Leonard D. Callahan, SESAC; Gus Hagenah, SESAC.

Robert Jay Burton, M. E. Tompkins, R. L. Harlow, Tod Williams, BMI; B. J. Rowan, General Electric Co.; Harold B. Sherrill, N. Y. Telephone Co.; Geo. W. Brett, Katz Agency; Stephen R. Rintoul, Katz Agency; Willis B. Parsons, NBC Thesaurus; Wade Barnes, NBC Thesaurus; Claude Barrere, NBC Thesaurus; Edwin H. Kasper, Aaron S. Bloom, Kasper-Gordon, Inc.; Ben Selvin, Clinton M. Finney, Associated Music Publishers; Dinty Doyle, WABC; Carl Haverlin, BMI; Murray B. Grabhorn, Blue Spot Sales; Lieut. Jack Overall, USNR; LeRoy Keller, United Press; A. F. Harrison, United Press; Victor Vonn, Jim Kelly, Standard Rate & Data Service.

Herman Greenberg, Jim Collins, ASCAP; Paul J. Senft, Geo. P. Hollinsberry; Slocum Chapin, Guy Capper, WJZ; C. H. Hackett, Abbott Kimball & Co.; D. E. Robertson, Capper Publications; Harry Levin, OWI; J. F. Flanigan, McCann-Erickson, Inc.; Phil Newsom, United Press; Arthur Sinsheimer, Peck Agency; C. Herbert Masse, WBX; William S. Hedges, Easton C. Woolley, NBC; Gerald King, Milton Blink, Standard Radio; Howard Lane, H. V. Akerberg, CBS; Rhoda Magid, Gordon Heyworth, BBC; Louis M. Block, Jr., Intercollegiate Broadcasting System; J. O. Parsons, Jr., C. E. Hooper; W. W. Dorrell, C. E. Hooper; Edythe Bull, C. E. Hooper; Victor A. Bennett, WAAT; George W. Allen, WABC; Paul W. Morency, WTIC; James G. Bennett, Blue Spot Sales; Michael Sweeney, Blue Spot Sales; Larry Hasbrouck, Blue Spot Sales; G. C. Packard, Paul Raymer Co.; Robert B. Rains, Paul H. Raymer & Co.; Patricia Murray, *Printers' Ink.*

Wm. Malo, WDRC; P. L. Romaine, Paul H. Raymer; Arthur Poppenberg, Blue Spot; Capt. Griff Thompson, Arthur Simon, WPEN; Capt. John Doran; Milton Caniff, Cartoonist; Lionel Colton, Helen Wood, Station Reps.; Hazel Westerlund, CBS; Helen Hartwig, Ruthrauff & Ryan; Elizabeth Black, Jos. Katz Co.; Ninette Joseph, J. D. Tarcher; Peggy Stone, Spot Sales; Loren Watson, Spot Sales; Helen Thomas, Spot Broadcasting; Harriet Belisle, Compton Advertising; Murray Carpenter, Compton Advertising.

NAB DISTRICT THREE DISCUSSES ESSENTIAL CHARACTER OF RADIO

(Released by NAB News Bureau)

Pittsburgh, March 7, 1944: Patrick Fagan, Pittsburgh Area Director of the War Manpower Commission, described the essentiality of broadcasting in an address before the Third District meeting of the National Association of Broadcasters in Pittsburgh, March 6-7.

"Radio Broadcasting Service is included under group 29 entitled 'Communication Services' of the War Manpower Commission list and index of essential activities," Fagan stated. "Included under this group are such activities as newspaper and news syndicates, the manufacture of Military, Naval and Technical charts and maps, instructional and technical manuals, and training literature. The production of motion pictures and the manufacture of protective signal systems which supplement police and fire protection are also included in this group."

C. E. Arney, Jr., Secretary-Treasurer and acting Managing Director of NAB, warned the broadcasters that they must not rely on definitions alone but should document every application placed with local selective service boards with facts pertinent to the essentiality of the industry as a whole and to the case at hand.

Willard D. Egolf, Assistant to the President of NAB, stated that the reputation of the stations in a community for doing an essential war job is an important factor and should be maintained.

Roy F. Thompson, WFBG, Third District Director, presided over the two-day session, which saw resolutions passed praising Neville Miller for his untiring and faithful service to the broadcasting industry during the five and one-half years he was President. The Cannon-Mills bill was condemned, the broadcasters expressing opposition to the Government's buying either space or time for promotion of the war effort. Greater and more diligent use of

BMI music was urged, Carl Haverlin, BMI Vice-President, was praised for keeping the industry informed on music matters, and BMI was requested to devote resources to giving BMI an even greater competitive advantage in the music field, even though the move resulted in less reduction of fees. NBC Thesaurus, RCA Recording Company and Columbia Recording Company were commended for their stand against Petrillo's demands and the War Labor Board was urged to reject the principle behind them. The NAB Legislative Committee was given a vote of confidence in its ability to obtain new radio legislation. Allegiance was pledged to J. Harold Ryan, newly elected President of NAB. Roy Thompson, with the stations of Pittsburgh, were thanked for their hospitality in serving as hosts for the Third District Meeting. George Joy, WRAK, served as Secretary.

C. E. Arney, Jr., discussed new legislation, selective service, labor, war activities, post-war problems, NAB membership and committees, answering questions from the floor.

Representatives of transcription companies spoke on the Petrillo recording ban and the history of negotiations with A. F. of M. Delegates heard from William Parsons, NBC Thesaurus; Milton Blink, Standard Radio and C. O. Langlois, Langworth Recordings. Open discussion followed.

Carl Haverlin, BMI, discussed the music problems of the industry, followed by Leonard Callahan, Vice-President of SESAC, who spoke on copyrights.

Thomas B. Price, WWSW, Sales Managers' Chairman, presided over the session on sales and sales promotion, in which C. E. Arney, Jr., subbed for Lewis H. Avery, NAB Director of Broadcasting Advertising, who was detained in Washington by family illness. Success of the Retail Promotion Committee plan was outlined, especially within the retail trade organizations, as evidenced by forthcoming NRDGA conferences on radio advertising. A planned meeting with the Proprietary Association was also reported, as well as preliminary work on sales presentations to be made to the motion picture and building industries. The proposed continuing annual discount contract provision was read and discussed, together with recommended procedures on contract demands which are considered detrimental.

Thomas Price made a comparison of Hooper and private surveys, which Ward Dorrell, of Hooper, answered.

George Coleman, WGBI, District Public Relations Chairman, introduced Willard D. Egolf, who reported on public relations activities of the industry during the past year and presented a working draft of a book on this topic now in preparation. Coleman reviewed and called for comments on the subjects covered.

Ted Kinney, KDKA, District Engineering Chairman, presented Frank R. Smith, WWSW, for a question and answer period on FM and Television. Smith described pitfalls to be avoided by FM applicants.

S. Broughton Tall, OWI Regional Director, outlined the activities of his office and discussed the problems of stations cooperating in the war effort, thanking the industry for its all-out support.

Time was given for a Red Cross appeal.

Following adjournment of the NAB District Meeting, the Pennsylvania broadcasters held a short session, electing Leonard Kapner, WCAE, Vice-President of the group. Roy Thompson is President, as well as Third District Director, his term continuing for another year.

The complete list of registrants follows:

J. Gorman Walsh, WDEL; Roy F. Thompson, WFBG; C. G. Moss, WKBO; J. C. Tully, WJAC; Clair R. McCollough, WGAL; Thos. W. Metzger, WMRF; Edward Kroen, WKPA; Thos. L. Aye, Jr., WKPA; Joseph E. Baudino, KDKA; T. C. Kenny, KDKA; R. E. White, KDKA; John F. McMahon, KDKA; Harry Barnett, KDKA; Frank R. Webb, KDKA; J. Robert Gulick, WGAL; G. S. Wesser, KQV-WJAS; Leonard Kapner, WCAE; R. Clifton Daniel, WCAE; Frank R. Smith, WWSW; Tom Price, WWSW; Clifford M. Chafey, WEEU; Raymond Gaul, WRAW; George D. Coleman, WGBI; Hal Seville, WJEJ; A. C. Baltimore, WBRE; J. J. Laux, WJPA; John M. Croft, WJPA; John L. Merdian, WJPA; Les Ryder, WCED; J. C. Burwell, WMBS; Van Persons, George E. Joy, Wright E. Mackey, WRAK.

Milton Blink, Standard Radio; Alex Sherwood, Standard Radio; J. B. Tall, OWI; C. E. Arney, Jr., NAB; Leonard D. Callahan, SESAC; Manuel Rosenberg, *The Advertiser;* Willard D. Egolf, NAB; Roy L. Harlow, BMI; Willis Parsons, NBC; Wade Barnes, NBC; Paul Karnes, Associated Press; George Field, Associated Press; David R. Williams, Associated Press; Chet Young, Associated Press; Loren L. Watson, Spot Sales; Cy Langlois, Langworth; Ross Downing, United Press; Carl Haverlin, BMI; Wm. A. Schudt, CBS; Miss Marian A. Guidera, C. E. Hooper; Ward Dorrell, C. E. Hooper.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, March 13. It is subject to change.

Wednesday, March 15

Oral Argument Before the Commission

Order No. 119.

Section 3.409. Requirements for making and preserving recordings or transcriptions of network programs.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

E. Anthony & Sons, Inc., West Yarmouth (near Hyannis), Mass.—Granted construction permit (B1-P-3561) for a new station to use frequency **1240 kc.**, 250 watts, unlimited time (facilities of formerly licensed station WOCB), pursuant to procedure provided in Public Notice of January 26, 1944.

KICD—Iowa Great Lakes Broadcasting Company, Spencer, Iowa.—Granted modification of license to increase power from 100 to 250 watts (B4-ML-1185).

WKBH—Harry Dahl (Transferor), Howard Dahl, Kenneth Dahl, Dorothy Dahl and Catherine Dahl Wood (Transferees), WKBH, Inc. (Licensee), LaCrosse, Wisc.—Granted consent to relinquishment of control by Harry Dahl of WKBH, Inc., licensee of station WKBH. The transferor is the father of transferees and the stock (400 shares, or 49.2 per cent of 813 shares of issued and outstanding capital stock of the licensee), is to be given to his children as a gift (B4-TC-344).

American Network, Inc., New York City.—Granted petition for reinstatement of application (B1-PH-124) for new FM station.

DESIGNATED FOR HEARING

WGKV—Worth Kramer (Transferor), Eugene R. Custer and Richard M. Venable (Transferees), Kanawha Valley Broadcasting Co. (Licensee), Charleston, W. Va.—Designated for hearing application for consent to relinquishment of control by Worth Kramer of Kanawha Valley Broadcasting Co., licensee of station WGKV (B2-TC-352), to be consolidated with the hearing on the application for renewal of license.

MISCELLANEOUS

WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. C.—Granted construction permit to install a new transmitter in relay station (B3-PRE-439).

WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. C.—Granted license to cover construction permit above (B3-LRE-430).

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.; KNOE, Inc., Monroe, La.—Denied request of KNOE, Inc., for extension of time to April 1, 1944, within which to file an opposition to petition of KMLB to reinstate its application for construction permit (B3-P-2339; Docket 5994); granted request of KNOE, Inc., in so far as to extension of time to April 1 within which to file opposition to KMLB's petition for rehearing.

APPLICATIONS FILED AT FCC

640 Kilocycles

WCLE—United Broadcasting Co., Cleveland, Ohio.—Construction permit to change frequency from **610 kc.** to **640 kc.**, increase power from 500 watts to 1 KW, change hours of operation from daytime to limited time, move transmitter and studio to Akron, Ohio, and install directional antenna. Amended: re changes in directional antenna.

860 Kilocycles

WSON—Paducah Broadcasting Co., Inc., Henderson, Ky.—Voluntary assignment of license to Henderson Broadcasting Co., Inc.

1160 Kilocycles

KSL—Radio Service Corp. of Utah, Salt Lake City, Utah.—Extension of special service authorization to operate with two Federal Telegraph (F-124-A) tubes in last radio stage for the period 4-1-44 to 5-1-45.

1230 Kilocycles

WHOP—Paducah Broadcasting Co., Inc., Hopkinsville, Ky.—Voluntary assignment of license to Hopkinsville Broadcasting Co., Inc.

1240 Kilocycles

KXOX—Sweetwater Radio, Inc., Sweetwater, Texas.—Transfer of control of licensee corporation from George Bennitt, Russell Bennitt, Jas. H. Beall, Jr., Joe H. Boothe, J. H. Doscher, R. M. Simmons, Henry Rogers, C. R. Simmons and Harley Sadler to Wendell Mayes, J. S. McBeath and Mittie Agnes McBeath. Amended: to change name of transferors as follows: change name of Henry Rogers to H. M. Rogers, omit J. H. Doscher, and add Maynette Doscher and Maynette Doscher, executrix of estate of J. H. Doscher, deceased.

WCOV—Capital Broadcasting Co., Inc., Montgomery, Ala.—Voluntary assignment of license to G. W. Covington, Jr.

NEW—The Finger Lakes Broadcasting System (Gordon P. Brown, Owner), Geneva, New York.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, 250 watts power and unlimited hours of operation. (Facilities of WSAY when vacated).

1380 Kilocycles

KOBH—Black Hills Broadcast Company of Rapid City, Rapid City, S. Dak.—Construction permit to change frequency from **1400 kc.** to **1380 kc.**, increase power from 250 watts to 5 KW, install new transmitter, directional antenna for night use and move transmitter.

KOBH—Black Hills Broadcast Company of Rapid City, Rapid City, S. Dak.—Transfer of control of licensee corporation from Tri State Milling Company, C. A. Quarnberg, E. F. Gronert, P. R. Quarnberg, George E. Bruntlett and William McNulty to Robert J. Dean.

1490 Kilocycles

WCSH—Oshkosh Broadcasting Co., Oshkosh, Wisc.—Voluntary assignment of license to Myles H. Johns, William F. Johns, Jr., William F. Johns and Frederick W. Renshaw, d/b as Oshkosh Broadcasting Co., a partnership.

FM APPLICATIONS

NEW—WDEL, Inc., Wilmington, Delaware.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44500 kc.** with coverage of approximately 6,400 square miles.

NEW—National Broadcasting Co., Inc., Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44300 kc.** Amended: re change in type of transmitter.

NEW—Associated Broadcasters, Inc., Bethlehem, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48500 kc.** with coverage of approximately 2,800 square miles.

NEW—The Monumental Radio Co., Baltimore, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47900 kc.** with coverage of 4,520 square miles.

NEW—Westchester Broadcasting Corp., White Plains, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49900 kc.** with coverage of 435 square miles.

NEW—WFBM, Inc., Indianapolis, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47700 kc.**

NEW—The Valley Broadcasting Co., Steubenville, Ohio.—Construction permit for a new high frequency (FM) broadcast station.

NEW—Monroe B. England, Pittsfield, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45700 kc.** with coverage of 950 square miles or more. (Not signed and incomplete.)

NEW—Havens and Martin, Inc., Richmond, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.** with coverage of 12,130 square miles.

NEW—WGAL, Inc., Lancaster, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45500 kc.** with coverage of approximately 1,200 square miles.

MISCELLANEOUS APPLICATIONS

NEW—Memphis Publishing Co., area of Memphis, Tenn.—Construction permit for changes in transmitting equipment and increase power from 50 watts to 100 watts.

WQXR-WQXQ—Interstate Broadcasting Co., Inc., New York, N. Y.—Transfer of control of licensee corporation from John V. L. Hogan to The New York Times Company.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

American Chemical Paint Co., Ambler, Pa., is charged in a complaint with misrepresentation of a plant hormone powder designated "Rootone," which is advertised and sold by the respondent company as being effective in increasing the yield of cotton, sugar beet and other field crops. (5135)

Henry Millinery Import Corp.—A complaint has been issued charging Henry Millinery Import Corp., 34 West 38th St., New York, with the use of unfair and deceptive practices whereby purchasers are led to believe that women's hats made from old, worn and previously used hat bodies are new merchandise. (5134)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist order last week:

Ben Kalish—An order to cease and desist from misrepresenting in any manner the peltries of which furs or fur garments are made has been issued against Ben Kalish, New York City furrier, located at 330 Seventh Ave. (4976)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

S. Leila Hoover, Redwood City, Calif., entered into a stipulation to cease and desist from representing that a food product she sells under the name "Shasta Armenian Culture" will rebuild the blood, nerves and glands; is nature's own balanced food; has destructive action on putrefactive bacteria in the intestinal tract; and is a life-prolonging item of diet. (03195)

John L. Magic, 3439 West 51st St., Chicago, trading as Barton Laboratories, and sometimes as Barton Laboratories, Inc., engaged in the sale of meat curing preparations, stipulated that he will cease and desist from certain misrepresentations in connection with the sale of his products. (3816)

Isaac Masarsky, trading as Hillcrest Laboratories, Spring Valley, N. Y., engaged in the sale of a medicinal preparation designated "Sabetal," stipulated that he will cease and desist from representing that the product, when used in treating psoriasis, eczema or any other external skin irritation, has any therapeutic effect except to the extent that its use may temporarily relieve the itching incident thereto or aid in the removal of loose epidermic scales caused by such ailments. (03194)

Wm. S. Merrell Co., Lockland Station, Cincinnati, engaged in the sale of a medicinal preparation called "Bassoran with Cascara," and Harry C. Phibbs Advertising Co., 43 East Ohio St., Chicago, an agency which disseminated advertisements for the preparation, stipulated that they will cease and desist from disseminating any advertisement which fails to reveal that the product should not be used when abdominal pain, nausea, or other symptoms of appendicitis are present; provided, however, that the advertisements need only contain the statement, "CAUTION, Use only as directed," if the directions for use on the label or in the labeling contain a warning to the same effect. (03196)

A. J. Schoenecker Shoe Co., 2636 West Fond Du Lac Ave., Milwaukee, stipulated that it will cease and desist from use of the slogans "Dr. Edgar Health Shoes" and "Dr. Edgar Health Cushion Shoes" in advertising, branding or labeling the shoes it sells; and from use of the word "Doctor" or its abbreviation, either alone or with the word "Health," so as to imply that the shoes have been made in accordance with the design or under the supervision of a physician or that they contain special scientific, orthopedic or health features which are the result of medical determination or services. (3818)

E. A. Stevens, Dawson Springs, Ky., entered into a stipulation to discontinue misrepresenting the therapeutic properties of Stevens' Mineral Water, Stevens' Concentrated Mineral Water and Stevens' 50-50 Water. (3817)

Vegetrates Co., 7807 Melrose Ave., Los Angeles, engaged in the sale of a laxative designated "Laxatrate," stipulated that it will cease and desist from disseminating any advertisement of the preparation which fails to reveal that it should not be used when abdominal pains, nausea or other symptoms of appendicitis are present; provided, however, that the advertisement need only contain the statement, "CAUTION: Use only as directed," if the directions for use on the label or in the labeling contain a warning to the same effect. (03139)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 11, March 17, 1944

NAB LEGISLATIVE COMMITTEE MEETS WITH SENATOR WHEELER

A two day meeting of the NAB Legislative Committee was held in Washington Saturday and Sunday, March 11 and 12. Present were Don S. Elias, Acting Chairman, Nathan Lord, Clair R. McCollough, Joseph Ream, J. Leonard Reinsch, Frank M. Russell, G. Richard Shafto, James D. Shouse, James W. Woodruff, Jr., and Ed. Yocum. Also present were J. Harold Ryan, President-elect of NAB, C. E. Arney, Jr., Acting Managing Director, Robert T. Bartley and Karl A. Smith. Thorough and detailed consideration was given to Senate Bill 814 and various suggested amendments. On Monday, March 13, the full Committee had a conference with Senator Wheeler in regard to the Bill and its amendments.

WMC MANPOWER BUDGET PLAN

Pursuant to Section 907.5(a) of the War Manpower Commission Regulation No. 7 a Manpower Budget Plan has been adopted in some areas where critical labor shortages exist.

The plans now in operation in Newark, N. J., Philadelphia, Pa., and Pittsburgh, Pa., areas are similar. NAB has reviewed these manpower budgeting or rationing programs. They have the effect of curtailing or preventing the hiring of new workers, except under the procedure established by the local Manpower Priorities Committee.

Radio broadcasting is included in the WMC list of "essential activities" and is therefore eligible for priority privileges from the local committees. However since labor requirements of broadcasters are generally of the highly skilled type and replacements are usually not available through the U. S. Employment Service, the plan does not seem to offer any particular benefits to broadcast stations.

The plans provide for emergency referrals or employment authorizations by the local USES offices, which may be adequate for stations hiring only a limited number of replacement personnel.

As of February 28, 1944, the areas affected were as follows:

Region I—Hartford (including Bristol, Meriden, New Britain, Waterbury), New Bedford; Region II—Buffalo; Region III—Newark, Philadelphia, Pittsburgh; Region IV—Baltimore; Region V—Canton, Akron, Cleveland, Columbus, Dayton-Springfield, Detroit, Louisville, Pigua-Sidney-Troy and Lima, Toledo, Youngstown; Region VI—Chicago, Indianapolis, Madison, Milwaukee, Racine-Kenosha; Region VII—Mobile; Region XII—Los Angeles, Portland, San Diego, San Francisco, Seattle.

Information concerning the Manpower Budget Plans can be obtained from the WMC Regional Director of the area or from local USES offices.

Copies of the Newark, New Jersey plan are available upon request to the NAB Engineering Department.

INTERNATIONAL COMMUNICATIONS INVESTIGATION

Senator Wheeler of Montana introduced S. Res. 268 which asks for an appropriation of $5,000 for an investigation of international communications. The resolution was referred to the Senate Committee to Audit and Control the Contingent Expenses of the Senate. The resolution resolves

"That for the purposes of Senate Resolution 187, Seventy-eighth Congress, agreed to October 19, 1943, authorizing an investigation of international communications by wire and radio, the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized to hold such hearings; to sit and act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses, and adjourned periods of the Senate in the Seventy-eighth Congress; to employ such experts and clerical, stenographic, and other assistants; to require, by subpena or otherwise, the attendance of such witnesses and the production and impounding of such books, papers, and documents; to administer such oaths; and to take such testimony and to make such expenditures as it deems advisable. The expenses of the committee for such purposes, which shall not exceed $5,000, shall be paid from the contingent fund of the Senate upon vouchers approved by the chairman."

SEND MILITARY ADDRESSES TO NAB

Names and complete army addresses of former station employees whom you believe may be presently assigned to duties at which they are not making full use of their civilian experience, are wanted by NAB for relay to the armed forces.

It will also be appreciated if you will outline each man's duties when employed by you and what you know of his previous experience. Receipt of this information will help the armed forces and it will help the men involved.

Please send reply to NAB at your early convenience.

NAB DEVELOPS TRAINING TECHNIQUE FOR WOMEN STUDIO OPERATORS

Modern warfare is largely dependent upon radio communications and electronic devices based on radio principles. Thus the demand for skilled technicians has placed a high percentage of broadcast station technical personnel in the armed services. It is anticipated that much of the remaining male personnel will be in uniform in the near future. Women can and are replacing men in these

(Continued on page 84)

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON Phone NAtional 2080

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

NAB DEVELOPS TRAINING TECHNIQUE FOR WOMEN STUDIO OPERATORS

(Continued from page 83)

technical operating positions. Already more than fifteen per cent of the stations are using women as studio operators and, in some cases, as transmitter operators.

Almost from the beginning of hostilities NAB has advocated the employment of women operators, as the uncertainty of the draft status of almost all men offered no other solution under wartime conditions. It is believed that before the manpower situation eases, it will become necessary to employ women in still greater numbers.

The NAB Executive Engineering Committee made a study of shortcut training methods for studio operators. It was recognized that although a technical knowledge of the principles and circuits used in studio control rooms was desirable, it was not necessarily essential. The telephone company, for example, in training operators does not teach the technical intricacies of telephone equipment. Telephone operators are taught the use of the patch cords, signal lights and switching keys together with operating procedure. It seemed feasible to apply the same methods to the trainng of studio operators, especially as observation had shown that some of the most capable studio control men were those having a minmum technical knowledge. It was therefore decided to select for training a small group of women for the purpose of proving this training technique.

Obviously a training course of this type would involve much practice operating actual equipment, and with wartime priority restrictions, equipment already installed in studios would have to be used. In selecting a city for the experimental course, it was necessary to choose a locality having the studio control facilities, competent experienced instructors and preferably an area where the general manpower situation was not too critical. New York City seemed to meet these requirements and was therefore selected.

The four major networks (Blue, CBS, MBS, NBC) generously pledged their wholehearted cooperation, the use of their studios and experienced control men as lecturers. RCA Institutes, Inc., of New York also agreed to supervise the training activity and coordinate the network participation. It was agreed that the NAB Engineering Department would recruit and select the women accepted for training.

Spot announcements on the New York network stations and classified newspaper advertisements were used to interest women in the training course. The recruiting campaign was conducted over a period of several weeks and developed more than 1,000 inquiries from women living in the New York City area. Residence in New York was essential as the course was taught in the evening over a period of twelve weeks without interference with present employment. Through the use of a printed prospectus and special application forms, the first inquiries were reduced to approximately 70 promising applicants. This group of 70 were interviewed personally by John Cose, assistant superintendent of RCA Institutes, and Howard S. Frazier, NAB director of engineering. The interviewing process eliminated all but the twelve finally selected to take the initial course.

At the time the course was started, it was believed that a considerable number of the women selected would not possess the natural aptitudes required of studio operators. This did not prove to be true. All of the original twelve completed the training and show promise of developing into capable studio operators after experience is gained working on the jobs they are now seeking. The printed bulletin circulated to all who answered the advertising was written in such a manner that the bulletin became a screening device. Negative selling was employed to discourage those who were not seriously interested. The following paragraph outlining the personal qualifications of those sought for training illustrates the method used:

"She is alert, ambitious and possesses more than average intelligence. She may have a college education but this is not essential. Some high school training is desirable. She is resourceful, thinks quickly and has the natural aptitude necessary to coordinate eye, ear, mind and hand. Musical training is not necessary, but an appreciation of music is helpful. The woman we are looking for may not drive a car, but if she does, her driving is better than average. She is not too young to realize the obligation of assuming responsibility nor is she too old to learn quickly and with minimum effort. She must be able to adapt herself to the people with whom she works, the conditions under which she works and the community in which she lives. She knows how to get along with people, exercises diplomacy and good judgment at all times. She is never late for work and she is never absent without good reason and after having made previous arrangements. We are looking for unusual women and the rewards to those who succeed will justify their efforts. If you don't think you measure up to these requirements, it is best to save your time and ours by continuing in your present employment or seeking a place in another field."

In addition to actual operating experience at the control consoles at the network studios, the following outline of subjects was covered during lecture periods: basic principles of acoustics, care and use of microphones, purpose and functions of studio control equipment, various types of program material, use of the volume indicator, mixing and fading, operating procedure, remote pickup operation, instantaneous lacquer of recording, operation of low powered broadcast transmitters, and qualifications of a good operator.

All of the students are securing restricted permits and many are now available for immediate placement with stations. NAB has cataloged the regional employment preferences of the graduates. Broadcasters desiring to employ any of these women or further information concerning trainng methods, etc., may obtain full particulars by communicating with the NAB Engineering Department, 1760 N Street, Northwest, Washington 6, D. C.

KXOK'S "JOBS FOR HEROES" GETS RESULTS

"Jobs for Heroes" is a new 15-minute feature heard at 2:45 p.m. Mondays through Fridays over KXOK, St. Louis. On each program, Miss Virginia Davis interviews two honorably discharged war veterans, reviews their qualifications, and asks their preference regarding civilian employment. Prospective employers are invited to telephone or write the station.

Program went on the air with very little advance publicity—nevertheless, it was an immediate success. During the first two weeks, eighteen men and one ex-WAC were interviewed. All received offers of employment with a big majority accepting jobs to their liking.

Veterans to be interviewed by Miss Davis are selected by KXOK in cooperation with the Veterans' Bureau of the U. S. Employment Service in St. Louis.

KTSM BOOKLET ON EL PASO RADIO FORUM

Karl Wyler, KTSM, has published a booklet on The Radio Forum, station feature originated in June, 1943, and conducted with the cooperation of The Forum Advisory Board, representative El Paso citizens under the chairmanship of Dr. D. M. Wiggins, President, Texas College of Mines.

The booklet opens with a foreword by Wyler and statements by Dr. Wiggins and Joseph G. Bennis, vice-chairman of the Advisory Board, El Paso attorney. Comments are included from J. E. Anderson, Mayor of El Paso, also club, school and civic leaders.

Presented each Sunday evening at seven, The Radio Forum has discussed "Is Rationing Really Working?" "Is the Decreased Gas Ration for the Southwest Justified?" "Should Fathers Be Exempt from Selective Service?" "What Shall be Our Attitude Toward Russia?" "Juvenile Delinquency" and other public questions. Wyler has acted as moderator on several occasions. Participants and subjects are carefully selected by station management, in cooperation with the Advisory Board.

Plans for 1944 are being made at weekly meetings of the Advisory Board.

Wyler, Public Relations Chairman for NAB District 13, opens his foreword with the statement, "We here at KTSM feel a very well defined obligation toward the community which we serve." Remainder of foreword explains purpose of The Radio Forum and its function as a radio feature. The booklet, prepared for public distribution, doubtless may be obtained by other stations upon request.

(Send NAB stories about your station features.)

WHAT ARE THEIR ADDRESSES?

You can help the armed forces by writing a letter.

Send letter to NAB with name and complete military address of former employees now in the service . . . provided these men are not now in army radio work and you believe they are not using their maximum abilities.

WROK SPONSORS SHOWING OF WAR FILM

Cooperating with the NAB in arranging showings of the sound film, "War Department Report," radio station WROK, Rockford, lined up a civic premiere at the March 8 luncheon-meeting of the Rockford Lions club.

An audience of 200, including Lions club members, army officials, industrial, labor and civic leaders witnessed the presentation. Brig. Gen. James E. Baylis, Camp Grant commandant, was among the guests. Arrangements for the event were handled by Bill Traum, WROK promotion director. The premiere received considerable newspaper space and resulted in several industrialists making immediate arrangements to show the dramatic film to their workers.

SCHEDULE — SOUTHERN TOUR — MARCH 1944

by

Dorothy Lewis

Coordinator of Listener Activities
National Association of Broadcasters
1760 N Street, Northwest, Washington 6, D. C.

NOTE: "Listeners and Broadcasters, Partners in Progress," "Radio, Instrument of Education," "Radio and the Community," "Broadcasting to the Youth of America," "Radio's Strategic Role in War and Postwar," are some of the subjects that Dorothy Lewis will discuss on this tour. She will address Radio Councils and will meet representatives of local organizations and educational groups for Radio Conferences to gain their reactions to radio's war effort and to radio programming. At a number of universities and colleges, students will join in round table discussions on the subject of radio. She will confer with local officers and members of the Association of Women Directors.

March 16—Lv. New York 10:30 a.m., Ar. Washington 2:25 p.m., Hotel Statler.

March 17—Washington, Children's Bureau, Dept. of Labor Conference, NAB headquarters.

March 18—Washington, Conferences, Lv. Washington 6:40 p.m.

March 19—Ar. Wallace, N. C. 7:10 a.m., c/o Mrs. J. D. Robinson, Wallace, N. C

March 20—Raleigh, N C., Conferences, Headquarters Station—c/o R. H. Mason, WPTF, Hotel—Sir Walter Raleigh.

March 21—Lv. Raleigh 7:20 a.m., Ar. Greensboro 10:15 a.m., Conferences, Headquarters Station—c/o Major Edney Ridge, WBIG, Hotel—O. Henry, Lv. Greensboro 9:10 p.m., Ar. Winston-Salem 9:50 p.m.

March 22 — Winston-Salem, Conferences — Community Council, Headquarters Station—c/o Harold Essex, WSJS, Hotel—Robert Lee, Lv. Winston-Salem for Greensboro 9:20 p.m.

March 23—Ar. Spartanburg 2:10 a.m.—S. C. Conferences, Headquarters Station—c/o Roger A. Shaffer, WSPA, Hotel Franklin.

March 24—Lv. Spartanburg 2:10 a.m., Ar. Atlanta 7:30 a.m, Conferences at Athens & Atlanta, Headquarters Station—c/o John M. Outler, Jr., WSB, Hotel Biltmore.

March 25—Atlanta—Conferences, address same as above, Lv. Atlanta 9:30 p.m.

March 26—Ar. Nashville 7:30 a.m., Conferences Radio Council of Middle Tenn., Headquarters Station—c/o F. C. Sowell, WLAC, Hotel Hermitage.

March 27—Nashville—Conferences, address same as above, Lv. Nashville 8:00 p.m.

March 28—Ar. Louisville 2:25 a.m., Conference—Louisville Radio Council, Hotel Brown, Lv. Louisville 5:40 p.m., Ar. Cincinnati 9:05 p.m.

March 29—Cincinnati—Conferences, Headquarters Station—c/o Fred Palmer, WCKY, Hotel Gibson, Lv. Cincinnati 11:20 p.m.

March 30—Ar. Pittsburgh 7:00 a.m., Conferences, Headquarters Station—c/o J. E. Baudino, KDKA, Hotel William Penn, Lv. Pittsburgh 11:00 p.m.

March 31—Ar. New York 8:20 a.m.

American Home Campaign Contest

"The Parents' Magazine (Parents Forum) radio scripts sent to radio stations each week as an educational feature are a 13-year-old feature," reports Dorothy Lewis, NAB Coordinator of Listener Activity. "That is one reason why it is appropriate to have them cooperating in the American Home Campaign of AWD through providing modest prizes for the letter contest among listeners on 'What I am Doing in My Home to Strengthen the Promise of a Happier Postwar World.' The Parents' Magazine is published in cooperation with four great Universities—Yale, Teachers College of Columbia, Iowa and Minnesota. All of these universities have been outstanding in their work in the children's field. While most women broadcasters are specialists in one or two phases of women's interests, such as nutrition, home economics, decorating, etc., many have had little background in child psychology. For this reason they welcome the Parents' Magazine authoritative human interest material on this subject."

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, March 20. It is subject to change.

Wednesday, March 15

Oral Argument Before the Commission

Order No. 119.
Section 3.409. Requirements for making and preserving recordings or transcriptions of network programs.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WPDQ—Jacksonville Broadcasting Corp. (licensee), Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis (transferors), L. D. Baggs (transferee).—Granted consent to acquisition of control of Jacksonville Broadcasting Corp., licensee of Station WPDQ, from Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis to L. D. Baggs, by the transfer of 18 shares, or 60 per cent, of the issued and outstanding capital stock, for a total consideration of $180,325.75 (B3-TC-336).

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Granted modification of construction permit (B4-ML-1157) for changes in ground system, subject to the conditions contained in the previous construction permit relating to blanketing and interference.

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Granted petition for reinstatement and grant of application for construction permit to change transmitter site, install directional antenna, change frequency from **1240** to **580 kc.**, and increase power from 250 watts to 1 KW; granted upon the conditions (1) that the construction will be in accordance with the Standards of Good Engineering Practice of the Commission; (2) in the event undue interference is caused to Mexican Station XEMU, the antenna would be readjusted to provide proper protection; and (3) in accordance with the procedure outlined in the Commission's January 26, 1944, policy.

MISCELLANEOUS

Charles P. Blackley, Staunton, Va.—Granted motion for order to take deposition in re hearings on application of Charles P. Blackley for construction permit for new station at Staunton, Va., application of WCHV for modification of license, and application of WFVA for modification of license.

WALB—Herald Publishing Co., Albany, Ga.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1585).

The New York Times Co., New York, N. Y.—Placed in pending file application for construction permit for new high frequency (FM) broadcast station, in accordance with Commission policy of February 23, 1943 (B1-PH-154).

J. E. Rodman, Fresno, Calif.—Placed in pending file application for construction permit for new high frequency (FM) broadcast station, in accordance with Commission policy of February 23, 1943 (B5-PH-155).

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Adopted an order granting petition for a continuance of the hearing on application for renewal of license; hearing continued to April 12, 1944. (Docket No. 6563)

APPLICATIONS FILED AT FCC

620 Kilocycles

KTAR—KTAR Broadcasting Co., Phoenix, Ariz.—Transfer of control of licensee corporation from Arizona Publishing Company to John J. Louis (50,000 shares common stock).

690 Kilocycles

KOMA—KOMA, Inc., Oklahoma City, Okla.—Construction permit to change frequency from **1520 kc.** to **690 kc.**, increase power from 5 KW to 10 KW, install new transmitter and directional antenna for day and night use. Amended: to omit request for installation of new transmitter and directional antenna and change requested power to 5 KW daytime and 500 watts night. (Facilities of KGGF)

850 Kilocycles

WGBG—Greensboro Broadcasting Co., Inc., Greensboro, N. C.—Construction permit to change frequency from **980 kc.** to **850 kc.**, change power and hours of operation from 1 KW daytime to 250 watts night, 1 KW daytime and limited hours of operation.

990 Kilocycles

WPRA—Puerto Rico Advertising Co., Mayaguez, Puerto Rico.—Acquisition of control of licensee corporation by Andres Camara through purchase of 77 shares of common stock from Ralph Perez Perry.

1050 Kilocycles

NEW—Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Construction permit for a new standard broadcast station to be operated on **1050 kc.**, 250 watts power, daytime hours of operation.

1230 Kilocycles

KCMC—KCMC, Inc., Texarkana, Texas.—License to cover construction permit (B3-P-3413) which authorized change in frequency from **1450 kc.** to **1230 kc.** and change in equipment.

KCMC—KCMC, Inc., Texarkana, Texas.—Authority to determine operating power by direct measurement of antenna power.

1240 Kilocycles

KIUL—Garden City Broadcasting Co. (Homer A. Ellison & Frank D. Conard), Garden City, Kansas.—Construction permit to increase power from 100 watts to 250 watts and make change in transmitting equipment.

KIUL—Garden City Broadcasting Co. (Homer A. Ellison & Frank D. Conard), Garden City, Kansas.—Voluntary assignment of license to Frank D. Conard, tr/as Radio Station KIUL.

NEW—Rochester Broadcasting Corp., Rochester, N. Y.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, 250 watts power, unlimited hours of operation. Facilities of WSAY when vacated.

1250 Kilocycles

KWSC—State College of Washington, Pullman, Wash.—Authority to determine operating power by direct measurement of antenna power.

1400 Kilocycles

NEW—City of Sebring, Florida, Sebring, Fla.—Construction permit for a new standard broadcast station to be operated on **1400 kc.,** 250 watts power and unlimited hours of operation.

FM APPLICATIONS

NEW—Blue Network Co., Inc., New York, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47900 kc.** with coverage of 8,950 square miles.

NEW—Keystone Broadcasting Corp., Harrisburg, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of approximately 4,000 square miles.

NEW—Louis G. Baltimore, Wilkes-Barre, Pa.—Construction permit for a new high frequency (FM) broadcast station.

NEW—Nashville Radio Corp., Nashville, Tenn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.** with coverage of 16,000 square miles.

NEW—York Broadcasting Co., York, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45100 kc.,** with coverage of approximately 1,550 square miles.

W2XWG—National Broadcasting Co., Inc., New York, N. Y.—License to change class of station from temporary Class II experimental high frequency broadcast station to a high frequency (FM) broadcast station (temporary facilities requested until construction completed under terms of B1-MPH-84 pending).

TELEVISION APPLICATIONS

W3XWT—Allen B. Du Mont Laboratories, Inc., Washington, D. C.—Construction permit for reinstatement of W3XWT and to request a change in transmitter site, power from 1,000 watts aural and visual to 2,000 watts aural and 4,000 watts peak visual, change type of transmitters and change emission from A3 and A5 to special and A5.

NEW—Louis Wasmer, Inc., Spokane, Wash.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 **(50000-56000 kc.)**.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why a cease and desist order should not be issued against them.

Silogerm Company—A complaint alleging misrepresentation of bacteria cultures sold under the name "Silogerm," and advertised as being beneficial in the treatment of ensilage, has been issued against Elbert W. Bishop, Willard R. Bishop, Harold S. Bishop and Evelyn M. Heigis, trading as Silogerm Co., Bloomfield, N. J. (5136)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

General Veterinary Laboratory, 1704 Vinton St., Omaha, Nebr., entered into a stipulation to cease and desist from misrepresenting the therapeutic properties of veterinary preparations which it sells and recommends as effective in treating diseases of livestock and poultry. (3819)

Vitamelk Bread, Inc., 212 Market St., Shreveport, La., and Dawe's Vitamelk Laboratories, Inc., 4800 South Richmond St., Chicago, stipulated that they will cease and desist from certain misrepresentations in connection with the sale of Vitamelk Enriched Bread. (3820)

Reliable Home Equipment Co., Inc., 623 East Main St., Richmond, Va., stipulated that it will discontinue certain misrepresentations in connection with the sale of photographic enlargements. The stipulation also was signed by Henry J. Kaufman, trading as Henry J. Kaufman Advertising, Homer Bldg., Washington, D. C., who conducts an advertising agency which disseminated advertisements for the photographic enlargements sold by Reliable Home Equipment Co., Inc. (03200)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

NAB Reports

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 12, March 24, 1944

HAVERLIN LEAVES BMI—JOINS MBS

Carl Haverlin, for the past four years Vice President in charge of Station Relations for Broadcast Music, Inc., has tendered his resignation effective April 1, to accept a position as Director of Station Relations for the Mutual Broadcasting System. He succeeds Richard F. Connor who recently resigned. Mr. Haverlin has been with BMI since its inception and has played a prominent part in its development.

CLARK COMMITTEE HEARS INTERLOCHEN BAN STORY

Joseph E. Maddy, president of the National Music Camp at Interlochen, Michigan, vigorously protested before the Clark subcommittee of the interstate commerce committee of the United States Senate Monday, March 20, against the continued refusal of President James C. Petrillo of the American Federation of Musicians to permit broadcasts of music performed by student and amateur musicians.

Dr. Maddy declared the union had no right to forbid amateur broadcasting, and asked the Congress to protect musicians in the constitutional freedoms implicit in the Bill of Rights.

Non-commercial broadcasts for educational purposes are akin to public services and cannot legally be subject to closed shop and other commercial controls, he said.

"If taxi-drivers should declare that you and I could not drive on the public streets of a city, we would be in the position of the amateur broadcasters today," he said.

"But little imagination is required to foresee what will happen if the present situation is not curbed. In the not-too-distant future no speaker will be permitted to talk over the air unless he is a member of or has permission from some union."

The dictatorial policy of the A. F. of M. president, Petrillo, first came to wide public notice when he stopped the National Broadcasting Company on July 11, 1942, from broadcasting concerts of student musicians at Interlochen, which the NBC had carried as unpaid, sustaining summer features for 12 years. Later Petrillo stopped similar broadcasts from the Cincinnati Conservatory of Music and the Eastman School of Music, of Rochester, New York.

Dr. Maddy asserted a majority of union musicians do not support Petrillo's ban on the use of radio for music education. Maddy submitted to the Senate committee a detailed, specific list of instances disclosing Petrillo's long-continued hostility to use of radio for music education. The Interlochen affair, which aroused nation-wide indignation, was but one of a series of Petrillo attacks, Maddy said.

Dr. Maddy, who is a past-president of the Music Educators National Conference, reported that the Conference on March 6, 1942, in St. Louis, proposed a "code of ethics" to the A. F. of M. for mutual use of radio. Further, Maddy said it has been reported to him that Petrillo would make a "reasonably satisfactory" arrangement about the Interlochen broadcasts if approached. Maddy said he rejected the idea.

"Chamberlain and Hitler worked out a 'reasonably satisfactory arrangement' at Munich, with final results we know all too well," he said. "I would prefer never to broadcast than to do so only with the permission of Petrillo or any other dictator.

"It matters little whether we broadcast again from Interlochen. But it is of the utmost concern of every American that the use of radio, the greatest avenue of communication and culture ever devised by man, shall not be denied our children—and their children,—and their children's children."

Petrillo's attitude is that the sole value of music is to provide a means for union musicians to earn money, Maddy declared.

"Mr. Petrillo has challenged the authority of the government of the United States of America. Do we accept that challenge? I for one will never cease to fight for the freedom of the air and the honor of being a free American."

Senators Clark, Chairman, McFarland and Tunnell of the subcommittee were joined in the hearing by Senators Vandenberg and Ferguson, both of Michigan.

INFORMATION WANTED

One of the NAB member stations has been made the defendant in a suit wherein the plaintiff claims infringement of a radio idea. In correspondence and conversations which officials of the defendant station have had with the plaintiff and his counsel, it is indicated that this suit is the first of a series which will be started against other radio stations in the event of success in the first.

The basis of the suit is the infringement of a program idea involving a telephone quiz with a package identification angle tied in. It is highly desirable that the fullest possible information regarding this type of program be provided NAB by any station which has used it. We are particularly interested in obtaining information regarding any show of this type which was used prior to 1940. While there is general information to indicate that this type of show was used quite widely, it is specific information that is needed. Any station which has used this idea either before or since 1940 is urgently requested to send complete detailed information to the NAB Legal Department.

CRYSTALS NOW AVAILABLE

The War Production Board has announced an amendment to General Conservation Order M-146 which controls the manufacture and use of quartz crystal oscillators, previously restricted to military requirements. The order, as amended, will now permit the manufacture of quartz oscillators and filters for commercial broadcast stations and other commercial communication systems.

NAB Reports

NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

HUNDREDS ENTER WRVA CARELESS TALK SLOGAN CONTEST

The following story is reprinted from the Commonwealth of Virginia Civilian Defense News:

"Enemy ears are always near, if you don't talk they won't hear," was the winning slogan chosen by the judges in the Security of War Information contest held over station WRVA, Richmond, last month. Miss Mary Catherine Hensley, of Manakin, received a $50 war bond as a gift for the winning slogan.

Mrs. Lawrence S. Epstein, of Richmond, received the second award, a $25 war bond, with the slogan, "The less said; the less dead." The third winner, Mrs. Marne Bubeck, wife of Pvt. Marne F. H. Bubeck, of Camp Lee, was awarded a $25 war bond for the slogan "War information known to you is not a secret if known by two."

The judging committee, headed by Governor Colgate W. Darden, Jr., as honorary chairman, was composed of J. H. Wyse, State OCD Coordinator; Major E. J. Carruthers, Military Intelligence; W. A. Murphy, Federal Bureau of Investigation; Lt. P. F. Kendig, Naval Intelligence, and Irvin Abeloff, Station WRVA.

The winning slogans were taken from hundreds of entries received by WRVA from all parts of Virginia and from a number of adjoining states. The successful contestants were announced over WRVA in a special broadcast at 6:30 p.m. on Thursday, March 2. Appearing on the program at this time were members of the Virginia Committee for Security of War Information.

(Send NAB your station's promotion stories.)

"TELL US ABOUT RADIO" REQUEST BRINGS INTERESTING WGAR REPLY TO FOURTH GRADERS

When David Baylor, WGAR Program Director, received a simple "Tell us about radio" request from a group of fourth graders at Roosevelt School in Euclid Village, Ohio, he "took them on his knee," so to speak, and made a most interesting reply.

WGAR published his letter in pamphlet form and distributed it widely to schools in that area.

Here is Baylor's letter:

"You are all too young to remember it but there was a time when everybody didn't have a radio at home, that was many years ago before any of you were born. When maybe only one family in a whole neighborhood had a big box that looked like a window box with a lot of big knobs on the outside, that looked like little frying pans, and the loud speaker from which the sound came looked like the neck of a goose with a trombone where his bill should be, and the noises that came out of the loudspeaker sounded like a bunch of lions when they get fed at the zoo only worse. Now, our radios are nice looking with polished outsides, and great improvements inside, and instead of strange noises that came out, now we get all sorts of wonderful things—fine music, news from far away places, dramas, educational talks, and many other things.

Then there was a time too, that you're too young to remember, when there were only a few radio stations. One in Pittsburgh, two in Chicago, one in Kansas City, one in Hastings, Nebraska, one in New York, and one in Los Angeles. Now there are 961 radio stations. In the early days there were only a few programs a day—maybe five or six on each station. Now each of the 961 stations has over 80 programs a day or over 70,000 radio programs altogether every day which are broadcast in the United States.

Let's pretend that we take the time of all these programs and put them together to make one long program that would run 24 hours a day for seven days a week—why it would take almost two years to listen to the whole program! But, of course, no one would want to stay up all night for two years. So let's suppose that you were going to do nothing but listen to the radio all the time you were in school, five days every week for 9 months, and you were going to listen to this same long program. You would listen from 9 o'clock in the morning until 3 in the afternoon; of course, you wouldn't listen while you were eating your lunch, so you'd listen five hours a day every Monday, Tuesday, Wednesday, Thursday, and Friday. If you did that you'd be 42 years old before the program ended. You would be out of school, through college, and have children of your own in school.

Now you have all seen a radio tube—that little glass thing inside the radio that looks like a light bulb. How many of those do you suppose it takes to run all the radios in the country (like the one you have at home)? Well, it takes about 65,000,000 of them! Let us suppose your daddy was to make all these tubes—suppose he could make 200 every day—it would take him almost a thousand years to make all of them!

And suppose you took all the aerial wires of all the radio sets in the United States and put them together into one long string—it would go around the world 17 times and have a piece left over long enough to reach from Miami, Florida to Honolulu. That's a pretty long piece of wire isn't it?

Now I have told you all of these things only to give you an idea of how big the radio broadcasting industry is now. But in a few years, when you are all out of school and have homes and radios of your own, it will be even bigger. When you boys come home from work or when you girls finish the dinner dishes, after you're married and have your own homes, you will sit down in the living room and turn on the radio, but you will not only hear the music, you will look into a round glass window in the radio set and you will see the orchestra playing, and you will see the colors of their coats and ties and faces—that's television—you've heard about it of course. Some of it will be in technicolor just like the Mickey Mouse cartoons are now in the movies.

Then, in years to come, you will have in your home a box that will look something like a radio set that will print your newspaper for you. You just turn it on when you go to bed and when you get up you go to the box and tear off a long sheet of paper which will have all the news, the comics, and everything printed on it—that machine is called "facsimile", but it can't be built now because the government needs all the parts for radios used in winning the war. Radio will do a lot of things for us in years to come that we don't think about today. For example, when you grow up and build or buy a home of your own, you'll have a different kind of doorbell. Let us suppose you are in the kitchen when the doorbell rings. You will turn a little switch on the wall, a light will go on behind a little screen and in the screen you will see the face of the person who is at the door—that will be television too. And when you drive into your driveway, you will turn a little switch on the dashboard of your car, this turns on a little broadcasting transmitter in your car and this transmitter will send out radio waves which will turn another switch and the doors open up and the light goes on in your garage without anyone ever touching it. All of these things have been done with radio already, but we have to wait until after the war before the factories can start making all of these things.

Then you've heard about the helicopter—that amazing aeroplane that everybody will have after the war, haven't you? Well, imagine you are flying home from work in your helicopter some evening—you just pick up a microphone which hangs on the instrument panel, turn on

NRDGA PROMOTION CLINIC

Lew Avery, NAB Director of Broadcast Advertising, spent several days this week in conference with officials of the NRDGA Promotion Division in planning radio's participation at the forthcoming Promotion Clinic to be held at the Netherlands-Plaza Hotel, Cincinnati, April 4, 5 and 6. All three of the sessions, morning, luncheon, and afternoon, of the 6th have been set aside so that radio may present its story to this prominent and important group of retailers. The entire Sales Managers Executive Committee, as well as the Research Committee, will be present. Full details of the plans and reservation blanks for those desiring to attend will be sent out in a special bulletin within the next day or two.

your short wave radio and you say "Calling Mrs. Smith—Calling Mrs. Smith—this is your husband—I'm 12 minutes from home—you can put the potatoes in the oven—that is all". Mrs. Smith will push a button in the kitchen and speak into a microphone there and say "Calling Mr. Smith—Calling Mr. Smith—all right honey—but watch out for Wilbur's bicycle when you land—he left it in front of the garage—that is all."

That sounds kind of funny, doesn't it? But remember when Abraham Lincoln was President no one ever thought you would be able to talk to a man in London from New York just as though he were on the other side of your backyard fence, but today, by radio you can. When the Japs bombed Pearl Harbor the whole world knew about it seven minutes after it happened, but when George Washington was elected President, he didn't hear the news himself until two weeks later—and some of the other people in the country didn't hear about it for six months or a year. Imagine not knowing who got elected President until six months after the election was over! But today, with radio we know within a few minutes after the votes are counted and within an hour the elected President speaks on the radio, thanking everybody who voted for him.

In radio a lot of strange things are done to make various noises. For example, you have heard the sound of fire on the air. Do you suppose someone builds a bonfire in the studio whenever the noise of fire is needed? No, a man just crumples a Celophane wrapper from a package of cigarettes in front of a microphone. When the bad men in the Lone Ranger story blow up the dam, the noise is made by taking a regular basketball bladder, putting some B-B shots inside, blowing it up, and shaking it in front of the microphone. That makes a sound like a great big explosion. When the Lone Ranger gallops away shouting "Hi-ho Silver", the noise of Silver's hoofs is made by a man who takes two half coconut shells and pounds them upon a table, but you think they are horses—for that's exactly what it sounds like. Suppose you hear the sound of a gun shot on a radio program. Well, it really isn't a gun shot at all—it's a man hitting a leather cushion with a thick yardstick. There are lots of other strange ways to make noises on the radio, and these are only a few of them.

I could probably go on for pages and pages telling you things about what radio has done and what it will do in years to come, because there are so many things to tell. But all of you will learn about them as you go on through school. As a matter of fact, perhaps some of you in this very room will be doing something to help radio accomplish some of the things I am telling you. Radio will have to have a lot of new people—young people like yourselves who have ideas and energy and enthusiasm. It will be a very interesting world you will live in when you get out of school and it will depend on you to make and keep it interesting. You folks are going to live in the most wonderful world anyone has ever seen. I'd be awfully happy if I could be ten years old again and live in that world with you."

ROCHESTER HOSPITAL COUNCIL BROADCASTS

Last October the Public Relations Department of the Strong Memorial Hospital, Rochester, New York, sent the following letter to Rochester radio stations:

"Radio can render great service to the staffs of the hospitals by reminding the public of the problem which relatives and friends create when they make unnecessary calls about patients.

Each telephoned inquiry about the condition of a patient takes the time of at least two people, sometimes three or four. Emergency calls are blocked and time taken that should be given to hospital routine of the care of patients. Hospitals sometimes have over eighty calls about the condition of one patient.

Radio can pursuade friends and relatives to phone the nearest of kin for information, rather than the hospital, and also ask those relatives to phone late enough in the morning—after nine o'clock—to get completed records without calling nurses for information.

Hospitals frequently receive curiosity calls that are very troublesome, since they mean hunting through every possible record for a patient who is not in the hospital. The inquirer just heard or read that somebody he knew might be in the hospital. Especially vexing are the inquirers who cannot spell the name of the patient, sometimes do not know it—only the ailment."

To meet these needs, the Public Relations Department at the Strong Hospital, Rochester, N. Y., drafted five scripts which were edited and broadcast by the Rochester Hospital Council over WHAM on "Women Only" and on a noon-hour show on WHEC. The results were soon obvious. Unnecessary telephone calls dropped to a comfortable low, and visiting restrictions were accepted cheerfully, and, as a rule, obeyed.

The Hospital Council added eight more scripts, giving general information about hospitals, making a series of thirteen broadcasts. The titles of the series are as follows:

1. Hospital Telephone Calls
2. Visiting Restrictions
3. Visitors as the Nurses See Them
4. Visitors from the Doctor's Point of View
5. Review
6. Rochester Hospitals
7. Ambulance Service
8. Hospitals vs. Hotels
9. Helping Folks to Get Well
10. The Hospital 40 Years Ago and Today
11. 35 Days in the Hospital or 14?
12. The Hospital Goes to Picture Making
13. Victuals and Vitamins

If you can use such material, you may send to Marion Gleason, Public Relations, Strong Memorial Hospital, Rochester, N. Y., or to Mr. William Fay, Station WHAM, or Mr. Clarence Wheeler, WHEC, Rochester.

WOMEN STAFF NEW NBC SHOW

Women at NBC have assumed complete responsibility for a new program, "Now is the Time," which makes its premiere tomorrow (25) at 9:30 a.m., EWT. Nancy Osgood of the Network's Washington staff, will direct the program.

Control-room engineer will be Muriel Kennedy who was a secretary to radio executives, a tube inspector in a radio factory and general factotum in small stations before becoming a full-fledged engineer.

Marjorie Ochs, who spent a large part of last year on the road with Glenn Miller's "I Sustain the Wings," will make with the sound effects.

Priscilla Kent is writing the scripts for the show which will be narrated and femceed by Ernesta Barlow, "Commando Mary."

FCC'S JORGENSEN TO NAVY

Norman E. Jorgensen, Assistant to Chairman James Lawrence Fly, will report to the Navy March 24 as a Lieutenant (Junior Grade) in the Navy Bureau of Supply and Accounts. Mr. Jorgensen will report to the Naval Officers Training School at Babsons Institute, Babson Park, Massachusetts.

Before coming to the FCC in April 1943, Mr. Jorgensen worked in the sales department of the Firestone Tire & Rubber Company during 1933, and through 1940 was employed by Chalmers and Co., merchandise distributors, Iron Mountain, Michigan, where he became sales manager. Mr. Jorgensen is a graduate of the University of Chicago law school where he was Editor-in-Chief of the Law Review.

F.C.C. APPROPRIATIONS CUT

The Senate, on March 20, 1944, rejected three amendments proposed by Senator Meade for the restoration of $2,000,000.00 to the Federal Communications Commission which had been cut by the Senate Appropriations Committee.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, March 27th. They are subject to change.

Wednesday, March 29

Consolidated Hearing

NEW—Charles P. Blackley, Staunton, Va.—C. P. **1240 kc.**, 250 watts; unlimited.

WCHV—Charles Barham, Jr., and Emmalou W. Graham, d/b as Barham and Barham, Charlottesville, Va.—Mod. of License. **1240 kc.**, 250 watts; unlimited.

WFVA—Fredericksburg Broadcasting Corporation, Fredericksburg, Va.—Mod. of License. **1240 kc.**, 250 watts; unlimited (except on Sunday when WBBL operates).

Friday, March 31

KVAN—Vancouver Radio Corporation, Vancouver, Wash.—C. P. **930 kc.**, 250 watts, night; 500 watts, day; unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

KMLB—J. C. Liner, Jr. (Transferor), Mrs. Melba Liner Gaston (Transferee), Liner's Broadcasting Station, Inc., Monroe, La.—Granted consent to relinquishment of control by J. C. Liner, Jr., of Liner's Broadcasting Station, Inc., licensee of station KMLB, through transfer of 498 shares of capital stock to his sister. No monetary consideration involved (B3-TC-360).

KWK—Grace C. Convey (Transferor), Robert T. Convey (Transferee), Thomas Patrick, Inc. (Licensee), St. Louis, Mo.—Granted consent to transfer of control of Thomas Patrick, Inc., licensee of station KWK, from Grace C. Convey to Robert T. Convey (B4-TC-353).

KOVC—Milton Holiday, Herman Stern and E. J. Pegg (Transferors), Robert E. Ingstad (Transferee), KOVC, Inc., Valley City, N. Dak.—Granted consent to acquisition of control by Robert E. Ingstad of KOVC, Inc., by transfer of 112 shares, or 56% of issued and outstanding capital stock of licensee for a total consideration of $3,920 (B4-TC-356).

WLAW—Alexander H. Rogers, Deceased (Transferor), Irving E. Rogers, Harold B. Morrill and National Shamut Bank of Boston, co-executors under the will of Alexander H. Rogers, deceased (Transferees), Hildreth & Rogers Co., Lawrence, Mass.—Granted consent to involuntary transfer of control of Hildreth & Rogers Co., licensee of station WLAW, from Alexander H. Rogers, deceased, to Irving E. Rogers, Harold B. Morrill & National Shamut Bank of Boston, co-executors, under the will of Alexander H. Rogers, deceased.

WKIP—Richard E. Coon (Transferor), Poughkeepsie Newspapers, Inc. (Transferee), Poughkeepsie Broadcasting Corp., Poughkeepsie, N. Y.—Granted consent to transfer of control of Poughkeepsie Broadcasting Corp., licensee of station WKIP, from Richard E. Coon to Poughkeepsie Newspapers, Inc., for a total consideration of $10,600, representing 80 shares or 20% of preferred stock and 480 shares or 60% of the common stock (B1-TC-325).

W2XBD—General Electric Co., Schenectady, N. Y.—Granted renewal of ST broadcast station license for the period ending April 1, 1945.

W9XUI—State University of Iowa, Iowa City, Ia.—Granted renewal of experimental television station license for the period ending February 1, 1945.

E. Anthony & Sons, Inc., Hyannis, Mass.—Granted request to assignment of call letters WOCB to the new station authorized on March 7.

DOCKET CASE ACTION

The Commission has announced its Proposed Findings and Conclusions (B-198) proposing to grant the application of KSJB, Jamestown Broadcasting Co., Inc., for modification of license to change the operating assignment from **1440 kc.**, 250 watts, unlimited time, to **600 kc.**, with power of 100 watts night, 250 watts day; granted conditionally.

In its Conclusions the Commission states:

1. The operation of KSJB on the frequency **600 kc.**, with power of 100 watts night, 250 watts day, will provide daytime service over a greatly increased predominantly agricultural area, including a substantially increased population thinly scattered over this area; it will enable the applicant to secure a network affiliation with Columbia Broadcasting System, thereby making it possible to bring to a majority of this increased area and population Columbia programs not theretofore enjoyed by them; and it will not result either day or night in increased interference, in excess of the limits prescribed by the Commission's rules, regulations, and Standards, to any existing station. Although such operation will result in increased interference to Station WMT, Cedar Rapids, Iowa, this interference does not occur within the normally protected (2.5 mv/m) contour, and the population which will be deprived of the service of Station WMT already receives primary service from one or more standard broadcast stations. (See Table IV, note 1, Standards of Good Engineering Practice.)

2. A slight increase in interference will result to Station CFQC from the nighttime operation of Station KSJB on **600 kc.** with 100 watts power.

3. The granting of a modification of license for the operation of Station KSJB on **600 kc.** with 100 watts power nighttime and 250 watts power daytime would tend toward a fair, efficient, and equitable distribution of radio service as contemplated by the Communications Act of 1934, as amended.

4. Public interest, convenience, and necessity will be served by the granting of a modification of license for the operation of Station KSJB on **600 kc.** with 100 watts power nighttime and 250 watts power daytime, subject to the condition that as soon as materials again become available the applicant will, upon authorization of the Commission, make full use of the frequency in accordance with the Rules and Regulations of the Commission.

LICENSE RENEWALS

The following stations were granted renewal of licenses for the period ending May 1, 1945:

KDKA, Pittsburgh; KEVR, Seattle; KGDM, Stockton, Cal.; KPMC, Bakersfield, Cal.; KRLD, Dallas; KSL, Salt Lake City; KYW, Philadelphia; WCAZ, Carthage, Ill.; WCKY, Cincinnati; WHAM, Rochester, N. Y.; WJAG, Norfolk, Neb.; WLAC, Nashville, Tenn.; WMBI, Chicago; KNX, Los Angeles; WCAR, Pontiac, Mich.; WGNY, Newburg, N. Y.; WTAM, Cleveland; WTOP, Washington, D. C.; KMOX, St. Louis; WLIB, and auxiliary, Brooklyn; WHAM, Auxiliary, Rochester, N. Y.

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Granted renewal of license for the period ending October 1, 1945.

WPAD—Paducah Broadcasting Co., Inc., Paducah, Ky.—Granted renewal of license for the period ending October 1, 1945.

KOAM—The Pittsburg Broadcasting Co., Inc., Pittsburg, Kans.—Granted renewal of license for the period ending November 1, 1946.

WHEB—WHEB, Inc., Portsmouth, N. H.—Granted renewal of license for the period ending November 1, 1946.

KEYS—Earl C. Dunn, Charles W. Rossi, H. B. Lockhart and E. C. Hughes, d/b as Nueces Broadcasting Co., Corpus Christi, Texas.—Granted renewal of license for the period ending December 1, 1945.

KOMA—KOMA, Inc., Oklahoma City, Okla.—Present license granted on a temporary basis only for the period ending May 1, 1945, upon the express condition that it is subject to whatever action may be taken by the Commission upon the pending application for renewal of license. Nothing shall be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the express terms hereof.

WOWO—Westinghouse Radio Stations, Inc., Ft. Wayne, Ind.—Present license extended upon a temporary basis to May 31, 1944.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Temporary license for station WBAX further extended for a period of 90 days or until June 24, 1944.

WJW—WJW, Inc., Cleveland, Ohio.—Granted license (B2-L-1784) to cover construction permit which authorized installation of a new transmitter and directional antenna for day and night use, increase in power to 5 kilowatts, change in frequency to **850 kc.**, and move transmitter and studio from Akron to Cleveland; conditions. Also granted authority to determine operating power by direct measurement (B2-Z-1566).

MISCELLANEOUS

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Granted authority to determine operating power by direct measurement of antenna power under special service authorization in accordance with Sec. 3.54 (B-Z-1586).

In accordance with the Commission's policy adopted February 23, 1943, the following applications for new FM broadcast stations were placed in the pending file:

Commodore Broadcasting, Inc., Decatur, Ill. (B4-PH-161 and 162); Maryland Broadcasting Co., Baltimore, Md. (B1-PH-163); The Monumental Radio Co., Baltimore, Md. (B1-PH-175); Plaza Court Broadcasting Co., Oklahoma City (B3-PH-173); Southland Industries, Inc., San Antonio, Texas (B3-PH-156); Susquehanna Broadcasting Co., York, Pa. (B2-PH-160); Telegraph Herald, Dubuque, Iowa (B4-PH-159); Westchester Broadcasting Corp., White Plains, N. Y. (B1-PH-176).

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Denied petition for reconsideration of Commission action of December 7, 1943, in designating for hearing application for construction permit to make changes in equipment, and operate unlimited time on **930 kc.**, with 250 watts night, 500 watts day.

The Commission approved a power of attorney for the affairs of Louis Wasmer, licensee of station KGA, Spokane, Wash., appointing John C. Kendall, Archibald W. Witherspoon and Eustace Le Master, jointly and/or severally, his attorneys in fact with respect to operation of station KGA.

The Commission also approved power of attorney for Adelaide B. Esch, wife of W. Wright Esch, with respect to the operation of station WMFJ, Daytona Beach, Fla.

APPLICATIONS FILED AT FCC

560 Kilocycles

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Modification of license to change location of main studio from Gary, Indiana, to 230 N. Michigan Ave., Chicago, Ill.

600 Kilocycles

WCAO—The Monumental Radio Co., Baltimore, Md.—Construction permit to install vertical dipole (FM antenna) on top of North Tower of WCAO.

690 Kilocycles

KGGF—Hugh J. Powell, Coffeyville, Kan.—Modification of Construction Permit (B4-P-3519 as modified, which authorized installation of new transmitter) for extension of completion date from 4-22-44 to 7-22-44.

900 Kilocycles

KLCN—Fred O. Grimwood, Blytheville, Ark.—Voluntary Assignment of License to Harold L. Sudbury.

1070 Kilocycles

WIBC—Indiana Broadcasting Corp., Indianapolis, Ind.—License to cover Construction Permit (B4-P-3335) which authorized increase in power and changes in directional antenna.

WIBC—Indiana Broadcasting Corp., Indianapolis, Ind.—Authority to determine operating power by direct measurement of antenna power.

1280 Kilocycles

WDSU—WDSU, Inc., New Orleans, La.—License to use former licensed W.E. 96021—1 kilowatt transmitter for auxiliary purposes, AMENDED to change name of applicant to E. A. Stephens, Fred Weber and H. B. Wall, d/b as Stephens Broadcasting Co.

1320 Kilocycles

NEW—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Voluntary transfer of control of licensee corporation from Carl F. Woese to John F. Grimes (250 shares common stock).

1340 Kilocycles

NEW—George T. Morris, Wilmer D. Lanier and J. Newton Thompson, d/b as Dublin Broadcasting Co., Dublin, Ga.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, 250 watts power and unlimited hours of operation.

NEW—Western Radio Corp., Pasco, Wash.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, 250 watts power and unlimited hours of operation.

1480 Kilocycles

WHOM—New Jersey Broadcasting Corp., Jersey City, N. J.—Special Service Authorization to operate with main studio at 29 West 57th St., New York, N. Y., for the period ending 8-31-44.

1490 Kilocycles

WELO—Birney Imes, Jr., Tupelo, Miss.—Modification of Construction Permit (B3-P-3555 which authorized construction of a new standard broadcast station) for approval of transmitter and studio sites.

FM APPLICATIONS

NEW—The Hampden-Hampshire Corp., Holyoke, Mass.—Construction permit for a new High Frequency (FM) broadcast station to be operated on **44,100 kc.**, with coverage of 14,340 square miles.

NEW—Sharon Herald Broadcasting Co., Sharon, Penna.—Construction permit for a new High Frequency (FM) broadcast station to be operated on **45,900 kc.**, with coverage of 11,030 square miles.

NEW—Edwin H. Armstrong, C. M. Jansky, Jr., and Stuart L. Bailey d/b as FM Development Foundation, Olney, Md.—

Construction permit for a new High Frequency (FM) broadcast station to be operated on **43,900 kc.**, with coverage of 18,844 square miles.

NEW—Onondaga Radio Broadcasting Corp., Syracuse, N. Y.—Construction permit for a new High Frequency (FM) broadcast station to be operated on **45,900 kc.**, or other available frequency with coverage of 6,745 square miles.

NEW—Montgomery Broadcasting Co., Inc., Montgomery, Ala.—Construction permit for a new High Frequency (FM) broadcasting station to be operated on **43,500 kc.**, with coverage of 17,299 square miles.

NEW—Illinois Broadcasting Corp., Quincy, Ill.—Construction permit for a new High Frequency (FM) broadcast station to be operated on **44,100 kc.**, with coverage of approximately 15,300 square miles.

NEW—WIBM, Inc., Jackson, Mich.—Construction permit for a new High Frequency (FM) broadcast station to be operated on **49,500 kc.**

TELEVISION APPLICATIONS

NEW—Radio Corporation of America, Area of Camden, N. J.—License for reinstatement of experimental television relay broadcast station W3XAD to be operated on **321000-327000 kc.**, power of 500 watts peak, A5 and A3 Emission.

NEW—Radio Corporation of America, Camden, N. J.—License for reinstatement of experimental television broadcast station W3XEP to be operated on Channel #5 **(84000-90000 kc.)**, power of 50 kilowatts peak, A5, A3 and Special Emission.

NEW—Havens & Martin, Inc., Richmond, Va.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #3 **(66000-72000 kc.)**, with power of 3 kilowatts for aural and 4 kilowatts (peak) for visual.

NEW—The Crosley Corp., Cincinnati, Ohio.—W8XCT—Modification of Construction Permit (B2-PVB-23 as modified which authorized construction of a new experimental television broadcast station) for extension of completion date from 4-28-44 to 10-28-44.

NEW—Bamberger Broadcasting Service, Inc., Washington, D. C.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #4 **(78000-84000 kc.)**.

NEW—Bamberger Broadcasting Service, Inc., Philadelphia, Penna.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #7 **(102000-108000 kc.)**.

MISCELLANEOUS APPLICATIONS

NEW—City of New York, Municipal Broadcasting System, Area of New York, N. Y.—Construction permit for reinstatement of WNYD for new relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, power of 40 watts and A3 Emission.

NEW—City of New York, Municipal Broadcasting System, Area of New York, N. Y.—Construction permit for reinstatement of WNYG for new relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, power of 40 watts and A3 Emission.

NEW—School District, City of Bay City, Bay City, Mich.—Construction permit for a new non-commercial educational broadcast station.

NEW—Board of Education of the City of Atlanta, Atlanta, Ga.—Construction permit for a new non-commercial educational broadcast station.

NEW—Indiana Broadcasting Corp., Indianapolis, Ind.—Voluntary transfer of control of licensee corporation from H. G. Wall, Margaret B. Wall and Thelma M. Lohnes to Indianapolis News Publishing Company, Inc. (1000 shares common stock).

WGEX—General Electric Co., S. Schenectady, N. Y.—License to cover construction permit (B1-PIB-53) which authorized construction of a new International Broadcast Station.

WABC-FM—NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Construction permit to make changes in the antenna system.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Cecil Malk, Inc., 202 Livingston St., Brooklyn, retailer of women's suits, coats and other garments, is charged in a complaint with violation of the Wool Products Labeling Act and the rules and regulations promulgated thereunder. (5138)

Irene Karol—A complaint has been issued charging Max Orenstein and Louis Karpf, trading as Irene Karol, 880 Washington Ave., St. Louis, with failing to disclose to purchasers the rayon content of certain garments they manufacture. (5139)

Marine Products Company—Violation of the brokerage section of the Robinson-Patman Act is alleged in a complaint issued against Marine Products Co., 3370 Harasthy St., San Diego, Calif., engaged in the sale of canned sea food products in its own name and for its own account. (5137)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist order last week:

H. D. Shipp Co., Inc., 12 South Capitol Ave., Indianapolis, and its president, H. D. Shipp, have been ordered to discontinue representing in advertising matter or otherwise that a drinking glass they sell under the name "Sneaker" will camouflage or eliminate the objectionable taste of liquids drunk from it. (4986)

Reports

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 13, March 31, 1944

SELECTIVE SERVICE DEVELOPMENTS

Recent developments in the selective service situation have been carefully followed by NAB. Close liaison has been established with the Federal Communications Commission. On Thursday (30) Commissioner E. K. Jett, Chairman, Coordinating Committee, Board of War Communications, appeared before the Inter-Agency Committee on Occupational Deferments headed by Paul V. McNutt and spoke on the need for deferments for men in critical occupations in the common carrier communications industry.

While Mr. Jett was speaking with specific respect to common carrier communications the following paragraphs from his introduction are equally applicable to broadcasting and other communications services: "Communications need and must have effective representation in the making of policy on draft deferment for employees in the industry. * * * Men in the critical occupations are performing operations and vital maintenance work without which the service would depreciate rapidly and shortly would break down completely."

Speaking with specific reference to the international communications industry, Commissioner Jett said, "The Board of War Communications urges that deferments of all men in critical occupations in the international, as well as domestic communications industry, be considered entirely upon the basis of the work each man performs. Under such procedures as may be set up to administer this problem, the facts concerning the occupational necessity of the individual can be examined thoroughly. The Board feels most strongly that this procedure will yield results most favorable for the prosecution of the war."

Mr. Jett gave some convincing figures with reference to the total number of employees engaged in the common carrier communications industry and the numbers that will be affected by any change in the critical occupation list. He spoke of the training programs which have been instituted and of the results which they had produced. With respect to the latter he observed that they have not yielded an adequate number of workers. The experience of the common carrier communications industry in the field of worker training applies equally to radio broadcasting.

In conclusion Commissioner Jett said, "Lastly, the BWC urges most strongly that whatever consideration is given to men under 26 should **not** weaken the protection of men over 26 in these critical occupations. To do so would actually be disastrous." Referring to the men in the age group 26 through 37 who are engaged in critical occupations in the common carrier communications field, he said: "These men by virtue of their greater experience and age hold the most responsible positions in the technical branches of the industry and in an absolute sense, they are irreplaceable. To repeat, the Board takes the position that the war effort will best be served if deferments of men in critical occupations * * * are handled on an individual basis. The primary consideration should be the job the man does and the situation of the company and the community where he is employed."

In his closing paragraph Mr. Jett said, "The situation is equally important with respect to many of the non-common carrier services including broadcasting, both domestic and international, aviation, police, maritime, etc. Indeed, there are about 50 different radio, wire and cable services to be considered. However, due to the shortage of time we have been unable to get complete data for services other than those I have already discussed. The Board of War Communications urges that all of them be given full and sympathetic consideration in adopting policy with respect to deferments in critical occupations."

Following the above meeting which was held in the morning Commissioner Jett was to present to the Board of War Communications information with respect to the radio broadcasting industry and it is expected that BWC will recommend representations before the War Manpower Commission with respect to necessary men in radio stations.

It was made quite clear by Chairman Paul V. McNutt that his committee is now dealing only with the question of occupational deferment with respect to men in the age group 18 through 25. Some State Selective Service Directors, as well as members of local and appeals boards, have apparently misinterpreted the recent statement of President Roosevelt and the releases from national Selective Service headquarters, in which it was stated that after March 14 occupational deferment would be granted only upon specific recommendation of the State Selective Service Director.

It was specifically stated in the release from national Selective Service headquarters that this policy applies only to men in the age group 18 through 25 (See NAB Selective Service Handbook Supplement No. 18). Nevertheless, some statements have been made that imply that the policy is applicable to all occupational deferments in the broadcasting industry. Selective Service officials state that radio broadcasting has not been removed from the list of essential industries and that the occupations defined as necessary men still prevail with respect to men 26 to 38. Every effort should be made to bring this matter to the attention of local and appeal boards whenever the question arises.

WLB TO CONSIDER PETRILLO MATTER

The War Labor Board has tentatively set Friday, April 7, for the hearing of the Report and Recommendations of its Panel with respect to the recording ban. While there is some possibility that one or the other of the parties will request a continuance, or the Board may itself determine upon a later time, it is confidently felt that the hearing will be held on that day. Representatives of the recording manufacturers and the A. F. of M. have filed briefs and will, it is understood, present oral argument.

NAB Reports

THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

SALES MANAGERS EXECUTIVE AND RESEARCH COMMITTEES WILL MEET IN CINCINNATI

The NAB Research and Sales Managers Executive Committees will hold a joint meeting at the Netherland Plaza Hotel in Cincinnati on Tuesday, April 4. The agenda includes a discussion of audience measurement and a review of the proposed standards for the determination of coverage maps.

The second day, Wednesday, April 5, will be devoted to separate meetings of the two groups. The program for the Sales Managers includes a review of the participation of the group in the Promotion Clinic of the National Retail Dry Goods Association, a discussion of plans for the participation of NAB in the Proprietary Association Advertising Clinic in New York on May 16, a report of the industry reaction to the proposed continuing discount clause and a discussion of future activities of the Sales Managers Executive Committee.

Sales Managers Participate in NRDGA Promotion Clinic

As reported in Broadcast Advertising Bulletin No. 9, March 24, plans are now complete for the broadcast advertising day on Thursday, April 6, at the Promotion Clinic of the NRDGA. The morning and afternoon sessions will be devoted to a discussion of the questions most frequently asked by retailers about the use of broadcast advertising. Two of those most often voiced are:

> What is being done to help retailers benefit from radio?
> What are the best means of using radio?

The panel to represent broadcasters in the discussion will probably include: Co-Chairman, Dietrich Dirks, KTRI, Chairman of the Sales Managers Executive Committee; C. K. Beaver, KARK; Thomas D. Connolly, CBS; Walter Johnson, WTIC, and John M. Outler, Jr., WSB.

Joyce Forecasts Television at Thursday Luncheon

Another question which retailers repeatedly ask is: What part will television play in the future? To answer this question, the NRDGA has invited Thomas F. Joyce, Manager, Radio, Phonograph & Television Department, RCA Victor Manufacturing Company, to speak at the luncheon meeting on Thursday. Mr. Joyce, whose talk before the Sales Executives Club of New York two weeks ago attracted the largest attendance in the history of the club, is expected to cover the subject from the many angles in which retailers are interested, ranging from the sale of television receivers to the use of the medium by department stores.

ADVERTISERS WAR EFFORT CONTRIBUTION

The War Advertising Council included in their recently released annual report an estimate of the value of time and space devoted by advertisers to major war theme messages to the home front during the year 1943. The figures are as follows:

War Theme	*Advertising Support*
War Bonds	$ 88,840,590
Food	46,586,794
Conservation	38,927,109
Armed Services	30,835,335
Manpower	21,633,792
Anti-Inflation	11,304,864
National War Fund	10,899,591
Red Cross	10,616,014
Don't Travel	8,802,898
Civilian Services	4,719,624
Information Security	392,828
Housing	182,675
Forest Fire	127,824
Miscellaneous (This classification covers war themes not included above, as well as ads that contain multiple war theme appeals.)	53,920,435
TOTAL	$327,790,373

In the NAB REPORTS of March 10, the Research Department estimate of the total value of radio's contribution (sponsored and sustaining) to the war effort in 1943 was shown to be $202,150,500. In the description of the estimate it was pointed out that $81,000,000 of that amount was the value of time "devoted directly to some phase of the Governments war program given on a sponsored or commercial basis." This amount is included in the $352,650,000 estimated by the War Advertising Council. It is not made clear in the Council's annual report whether their total estimate includes the value of talent contributed by radio. If it does, the Research Department estimates that from $20,000,000 to $25,000,000 would be added as the value of the Radio Advertiser's contribution.

OREGON-WASHINGTON BROADCASTERS MEET

On March 24 and 25 the Oregon-Washington broadcasters held a series of meetings in Portland, Oregon. The morning of the 24th, broadcasters from the two states met separately for the purpose of holding the elections for their state associations. The Washington broadcasters adopted new by-laws and elected the following officers: Harry R. Spence, KXRO, President; Loren B. Stone, KIRO, Vice President; Robert E. Priebe, KRSC, Secretary-Treasurer; R. G. McBroom, KFIO, Trustee; and J. A. Murphy, KIT, Trustee. The outcome of the Oregon Broadcasters Association election has not yet been reported.

On Saturday, March 25, a meeting of the sales managers of the 17th NAB District, which embraces Oregon and Washington, was held. Hal E. Short, manager of the advertising agency in Portland bearing his name, Fred G. Goddard, KXRO, and Arthur House, Portland advertising man, all made talks. The meeting was presided over by Chet Wheeler, who is chairman of the 17th District Sales Managers Committee. A full account of the meeting will be given in next week's NAB REPORTS.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 3. They are subject to change.

Thursday, April 6

NEW—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Company, West Point, Georgia—C. P. **1490 kc.**, 250 watts; unlimited.

Other Participants

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WDAK—L. J. Duncan, Leila A. Duncan, et al. d/b as Valley Broadcasting Co. (Assignors), L. J. Duncan, Leila A. Duncan, et al. d/b as Valley Broadcasting Co. (Assignees), West Point, Ga.—Granted consent to voluntary assignment of license and construction permit of station WDAK, from L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, Aubrey Gay, d/b as Valley Broadcasting Co. to L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co. Aubrey Gay selling his 5% interest in assignor partnership to Leila A. Duncan for $1 and other valuable consideration (B3-APL-18).

KBIZ—J. D. Falvey (Assignor), KBIZ, Inc. (Assignee), Ottumwa, Iowa—Granted consent to voluntary assignment of license of station KBIZ, from J. D. Falvey to KBIZ, Inc., for a total consideration of $60,000 (B4-AL-400).

WKBV—Knox Radio Corp. (Assignor), Central Broadcasting Corp. (Assignee), Richmond, Ind.—Granted consent to voluntary assignment of license of station WKBV, from Knox Radio Corp. to Central Broadcasting Corp. No monetary consideration involved (B4-AL-402).

KEVR—Evergreen Broadcasting Corp., Seattle, Wash.—Granted extension of special service authorization to permit broadcasting, as a public service, and without charge, of information to longshoremen at 3:15 P.M. and 6:45 P.M. daily for a period 4-1-44 to 5-1-45 or duration of the war, whichever is earlier (B5-SSA-100).

KSL—Radio Service Corp. of Utah, Salt Lake City, Utah—Granted extension of Special Service Authorization to operate with Federal Telegraph tubes instead of two Western Electric Type 298-A tubes in last radio stage, for period ending May 1, 1945 (B5-SSA-102).

WWDC—Capital Broadcasting Co., Washington, D. C.—Granted extension of authority for waiver of Secs. 2.53 and 13.61 of the Commission's Rules, so as to permit operation of the synchronous amplifier of station WWDC by remote control from the main transmitter location, for the period April 1 to June 1, 1944, upon the same terms and conditions as the existing authorization for such operation.

LICENSE RENEWALS

The following station licenses were extended to May 31, 1944:

KJR and auxiliary, Seattle, Wash.; KGA, Spokane, Wash.; KEX, Portland, Ore.; KSOO, Sioux Falls, S. Dak.; WNEW and auxiliary, New York, N. Y.; WJJD, Chicago, Ill.; KLRA, Little Rock, Ark.; KJBS, San Francisco, Calif.

Granted renewal of following station licenses for the period ending in no event later than May 1, 1945:

KSTP and auxiliary, St. Paul, Minn.; KVOO, Tulsa, Okla.; KXEL, Waterloo, Iowa; WCAU and auxiliary, Philadelphia, Pa.; WCFL and auxiliary, Chicago, Ill.; WDGY, Minneapolis, Minn.; WDZ, Tuscola, Ill.; WLDS, Jacksonville, Ill.; WMEX, Boston, Mass.; WRVA and auxiliary, Richmond, Va.; WAPI, Birmingham, Ala.; WOAI and auxiliary, San Antonio, Tex.; WBZ, Boston, Mass.; WBZA, Boston, Mass.; WNOX, Knoxville, Tenn.; WTIC, Hartford, Conn.

Granted extension of following station licenses upon a temporary basis only, pending determination upon application for renewal of license, in no event later than June 1, 1944:

KFBI, Wichita, Kans.; KFBK, Sacramento, Calif.; KFVD, Los Angeles, Calif.; KPAS, Pasadena, Calif.; KWKH, Shreveport, La.; WBAL and auxiliary, Baltimore, Md.; WBT, Charlotte, N. C.; WHN and auxiliary, New York, N. Y.; WIBC and auxiliary, Indianapolis, Ind.; KWJJ, Portland, Ore.; WIBG, Glenside, Pa.; WPRA, Mayaguez, Puerto Rico; WQXR and auxiliary, New York, N. Y.

Granted further extension of following station licenses upon a temporary basis only, pending determination upon applications for renewal of licenses, in no event later than June 1, 1944:

KDB, Santa Barbara, Calif.; KDRO, Sedalia, Mo.; KFFA, Helena, Ark.; WATL, Atlanta, Ga.; WGTC, near Greenville, N. C.; WHB and auxiliary, Kansas City, Mo.; WHCU, Ithaca, N. Y.; WHKC, Columbus, Ohio; WING, Dayton, Ohio; WSAP, Portsmouth, Va.; WSM and auxiliary, Nashville, Tenn.; WWDC and synchronous amplifier, Washington, D. C.

WELL—Federated Publications, Inc., Battle Creek, Mich.—Granted renewal of license for the period ending August 1, 1945 (B2-R-211).

WIBM—WIBM, Inc., Jackson, Mich.—Granted renewal of license for the period ending October 1, 1945 (B2-R-568).

WHBB—Selma Broadcasting Co., Inc., Selma, Ala.—Granted renewal of license for the period ending December 1, 1945 (B3-R-872).

Granted renewal of temporary class 2 experimental high frequency broadcast station licenses for the period ending not later than April 1, 1945, as follows:

W2XWG, National Broadcasting Co., Inc.; W3XO, Jansky & Bailey; W8XFM, Crosley Corp.

Granted renewal of following high frequency experimental broadcast station licenses for the period ending not later than April 1, 1945:

W5XAU, WKY Radiophone Co.; W9XLA, KLZ Broadcasting Co.

W4XGG—Gordon Gray, Winston-Salem, N. Car.—Granted renewal of license for the period ending April 1, 1945 (B3-RST-5).

W2XEO—Capital Broadcasting Co., Inc., Schenectady, N. Y.—Granted extension of license upon a temporary basis only, pending determination upon application for renewal of license, in no event later than June 1, 1944 (B1-SST-4).

W2XWE—WOKO, Inc., Albany, N. Y.—Granted further extension of license upon a temporary basis only, pending determination upon application for renewal of license, in no event later than June 1, 1944 (B1-SFB-18).

KTHS—Radio Broadcasting, Inc., Hot Springs Nat'l Park, Ark.—Granted renewal of license to operate on **1090 kilocycles** with power of 10 kilowatts day, 1 kilowatt night; conditions.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Granted renewal of license for the regular period.

WWVA—West Virginia Broadcasting Corp., Wheeling, W. Va.—Granted renewal of license for the regular period.

WHO—Central Broadcasting Co., Des Moines, Iowa—Granted renewal of license for the regular period.

DESIGNATED FOR HEARING

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Designated for hearing application for construction permit to make changes in transmitting equipment and directional antenna, and increase power from 1 to 5 kilowatts, employing D.A. day and night (B4-P-3570).

Calumet Broadcasting Corp., Hammond, Ind.—Designated for hearing application for construction permit for new station to operate on **1520 kilocycles,** 5 kilowatts, daytime (requests call WHIP) (B4-P-3563).

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Designated for hearing application for modification of construction permit and license to cover same, and authority to determine operating power by direct measurement of antenna power. Pending such hearing the present license of KOB to operate on **1030 kilocycles** with 10 kilowatts, and Special Service Authorization for **770 kilocycles,** 50 kilowatts day, 25 kilowatts night, were extended for a period not to exceed 6 months (Commissioner Craven dissenting on action to extend Special Service Authorization).

MISCELLANEOUS

KXYZ—Harris County Broadcast Co., Houston, Texas—Granted license to use formerly licensed main transmitter as an auxiliary transmitter with power of 1 kilowatt (B3-L-1747). Granted authority to determine operating power by direct measurement of antenna power for auxiliary transmitter (B3-Z-1503).

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Ga.—Granted construction permit to move auxiliary transmitter from Napier Avenue, Macon, Ga., to Forsyth Road, Macon, using directional antenna day and night, and increase power from 1 kilowatt to sunset at KOB and 250 watts after sunset at KOB, to 1 kilowatt day and night (B3-P-3507).

W6XLA—Television Productions, Inc., Area of Los Angeles, Calif.—Granted modification of construction permit to make changes in equipment and for extension of completion date from March 1, 1944, to 90 days after date of grant (B5-MPVB-110).

Placed in pending file, in accordance with Commission policy adopted February 23, 1943, the following applications for new FM broadcast stations:

Capitol Broadcasting Corp., Indianapolis, Ind. (B4-PH-158); Drovers Journal Publishing Co., Chicago, Ill. (B4-PH-174); KLZ Broadcasting Co., Denver, Colo. (B5-PH-172); National Broadcasting Co., Inc., San Francisco, Calif. (B5-PH-164), Los Angeles, Calif. (B5-PH-165), Cleveland, Ohio (B2-PH-167), Denver, Colo. (B5-PH-168); The WGAR Broadcasting Co., Cleveland, Ohio (B2-PH-157); WICA, Inc., Ashtabula, Ohio (B2-PH-170); WKY Radiophone Co., Oklahoma City, Okla. (B3-PH-171).

KTHS—Radio Broadcasting, Inc., Hot Springs, Ark.—Dismissed application for Extension of Special Service Authorization to operate unlimited time, simultaneously with WBAL (B3-SSA-97).

APPLICATIONS FILED AT FCC

1230 Kilocycles

NEW—John E. Fetzer and Rhea Y. Fetzer d/b as Fetzer Broadcasting Co., Grand Rapids, Mich.—Construction Permit for a new Standard Broadcast Station to be operated on **1230 kilocycles,** power of 250 watts and unlimited hours of operation.

1240 Kilocycles

WSBC—Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman d/b as Radio Station, Chicago, Ill.—Voluntary Assignment of License to Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller, Co-Partners, d/b as Radio Station WSBC.

NEW—Birney Imes, Jr., Meridian, Miss.—Construction Permit for a new Standard Broadcast Station to be operated on **1240 kilocycles** with power of 250 watts and unlimited hours of operation.

1340 Kilocycles

WDAK—L. J. Duncan, Leila A. Duncan, Josephine A. Keith, and Effie H. Allen d/b as Valley Broadcasting Co., Columbus, Ga.—Construction Permit to move transmitter from Columbus, Georgia, to .75 mile South of Girard on the "Brick Yard Road", Phoenix City, Ala.

1440 Kilocycles

WAAB—The Winter Street Corp., Worcester, Mass.—Modification of License to change corporate name of licensee to The Yankee Network, Inc.

1490 Kilocycles

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Voluntary Transfer of Control of licensee corporation from C. C. Cavanaugh to Harold S. Woodworth—109 shares of common stock.

FM APPLICATIONS

NEW—Monroe B. England, Pittsfield, Mass.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **45,700 kilocycles** with coverage of 950 square miles or more.

NEW—The Tribune Company, Tampa, Fla.—Construction Permit for a new High Frequency (FM) Broadcast Station.

NEW—The WFMJ Broadcasting Co., Youngstown, Ohio—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **44,100 kilocycles** with coverage of 15,610 square miles.

TELEVISION APPLICATIONS

NEW—Westinghouse Radio Stations, Inc., Boston, Mass.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #5 **(84000-90000 kilocycles).**

NEW—Westinghouse Radio Stations, Inc., Philadelphia, Penna.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #7 **(102000-108000 kilocycles).**

NEW—Westinghouse Radio Stations, Inc., Pittsburgh, Penna.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #1 **(50000-56000 kilocycles).**

NEW—Stromberg-Carlson Company, Rochester, N. Y.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #1 **(50000-56000 kilocycles).**

NEW—Capital Broadcasting Co., Washington, D. C.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #6 **(96000-102000 kilocycles).**

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Bland Products Co.—Dissemination of false advertisements concerning feminine hygiene preparations designated "Flo Triple XXX Compound" and "An-Tex Inserts" is alleged in a complaint against Carlton Routzahn, trading as Bland Products Co., 3716 North Clark St., Chicago. (5141)

Blumenthal Print Works—A complaint has been issued charging Sidney E. Blumenthal, Harry J. Blumenthal and Ruby S. Blumenthal, trading as Blumenthal Print Works, 425 Godchaux Building, New Orleans, with misrepresenting the properties of so-called "Steritized" mattress ticking, cotton cloth and fabrics which they sell in interstate commerce. (5142)

Northern Kentucky Independent Food Dealers Assn., Inc.—An association of approximately 150 Kentucky retail grocers and its officers are charged in a complaint with maintaining an unlawful combination and conspiracy to control the prices at which bread manufactured in Ohio is to be sold in Kentucky.

The complaint is directed against Northern Kentucky Independent Food Dealers Association, Inc., 505 Scott St., Covington, Ky., and Paul Ogden, president; R. H. Goderwis, vice president;

Larry T. Hiltz, secretary, and Barney J. Malloy, treasurer. It also names as respondents six member grocers of the Association, Virgil Clinkenbeard, George Stegner, T. C. Alpaugh, Richard Guenther, Daniel Roy and Charles Hindersman. The complaint points out that the Association varies so in the number and identity of its members that it is impracticable at any given time to name as respondents each of the members without manifest delay and inconvenience. (5140)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Cerophyl Laboratories, Inc., 2438 Broadway, Kansas City, Mo., and two advertising agencies have entered into a stipulation to cease and desist from certain misrepresentations in connection with the sale of Viet, a vitamin preparation. The two agencies, which prepared and disseminated advertisements of the preparation on behalf of Cerophyl Laboratories, Inc., are The Potts-Turnbull Advertising Co., 912 Baltimore Ave., Kansas City, Mo., and Campbell-Ewald Co., General Motors Building, Detroit. (03202)

Walter Gutheim, 554 West 181st St., New York, entered into a stipulation to cease and desist from misrepresenting the properties and effectiveness of hair preparations and cosmetics which he sells in interstate commerce. Gutheim trades under the name Mrs. E. Vilches. (03203)

Imico, Stevens Point, Wis., has stipulated that in connection with the sale of a hair dye designated "Woda Polska" (Polish Water), it will cease and desist from representing, by use of the word "restores" or any other means, that the preparation restores the original color to hair; or that it eliminates gray hair, is a gray hair corrective, or is noninjurious or harmless. (03201)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist order last week:

Rockwell Woolen Co., Leominster, Mass., has been ordered to cease and desist from misbranding yarns or other wool products, in violation of the Wool Products Labeling Act and the rules and regulations promulgated thereunder. (5121)

Table of Contents

January — March

Page

BROADCASTING ADVERTISING

Avery Speaks at National Men's Wear Ass'n Convention ... 17
Avery Speaks at NRDGA Annual Convention ... 8
Department Stores Use Radio ... 56
NRDGA Promotion Clinic ... 91
P. I. Deal—Pitluk Advertising Co. ... 11
Retail Promotion Plan Results ... 16
Sales Managers Hear "What Radio Buyers Want To Know" ... 40
Sales Managers Meetings ... 1–16

DEFENSE

Armed Forces Radio Service Thanks NAB for Personnel Information ... 71
Paper Rationing Affects You ... 11
Voluntary Censorship Tightened ... 24
WROK Sponsors Showing of War Film ... 85

ENGINEERING

Crystals Now Available ... 89
District Engineering Committee ... 10
FM Broadcasters Meet ... 25

Page

FM vs. AM Television Sound ... 64
NAB Develops Training Technique for Women Studio Operators ... 83
NAB Operator Training ... 56–71
Television Meeting ... 32
Television Stations Listed ... 32
Two NAB Staff Directors Address IRE Convention ... 26

FEDERAL COMMUNICATIONS COMMISSION

Adair New Chief Engineer ... 58
Appropriations ... 24–33–92
Chairman Fly Speaks at FMBI Meeting ... 33
Identification Break Waived ... 25
Inspection of Records, Order No. 118 ... 18
Jett Nominated to Commission ... 7–58
Jorgensen Joins Navy ... 92
NAB Files Brief on FCC Order 118 Amending Rule 1.5 ... 51
New Multiple Ownership Order ... 31
Newspaper Case Closed ... 7
Number of Stations, 914 ... 42
Policy on C. P.'s Clarified ... 23
Proposed Network Recording Rule ... 31
Transfer of Control Regulation ... 12

GENERAL

Broadcast Pleas Reduce Army Depot Absenteeism ... 4
Canadian Ass'n of Broadcasters Convention ... 61
College Degrees in "Radio Journalism" Seen by NAB Radio News Committee ... 26
Committee Studies College Radio Courses ... 32
Educators Request More Channels ... 32
Identification Break Waived ... 25
Imported U. S. Radios and Domestic Production Maintain Listening in Britain ... 19–57
Industry Thanked by Infantile Paralysis Foundation ... 55–65
Information Wanted on Infringement of a Radio Idea ... 89
Information Wanted on "Rape of Radio" Book Cover ... 19
National Ass'n of Evangelicals Questionnaire ... 11
National Thrift Week ... 11
No Attempts to Influence News by Advertisers ... 56
Proposed Sale of WBT ... 33
Radio Does a Job ... 77
Send Military Addresses to NAB ... 83–85
Stations Study Public Likes and Dislikes ... 56
Trammell Extols Radio and Press ... 4
Women Staff New NBC Show ... 91
WRVA Announcements Recover Sailor's Bag ... 70

GOVERNMENT

Crystals Now Available ... 89
FTC Report on Radio ... 12
Fetzer Replaces Ryan at Censorship ... 69
Internal Revenue, Talent Tax Status ... 63
More Treasury ETs for Sponsorship ... 31–57
Navy Dept. Compliments NAB ... 41
OWI Needs Overseas Personnel ... 64
Policy on C. P.'s Clarified ... 23
Voluntary Censorship Tightened ... 24
War Dept. Recognizes NAB Activity ... 31
WMC Continues Broadcasting in Essential Category ... 70
WMC Manpower Budget Plan ... 83

LABOR

Commission Employees, New Policy ... 2
Pancake Turners ... 52
Wage and Hour (Talent Fees) ... 15
WMC Appeals Procedure Modified ... 53

LEGISLATION

Brown and Rankin File Bills Affecting Radio ... 65
Brown Bill H. Res. 431—Study and Investigation of News Released to Armed Forces ... 65
Clark Committee Hears Inter-Lochen Ban Story ... 89
International Communications Investigation ... 83

Page

NAB Committee Meets with Chairman Wheeler ... 70–83
NAB Revises Legislative Recommendations ... 24
Rankin Bill H. R. 4151—Libel and Slander ... 65

MUSIC

Clark Committee Hears Inter-Lochen Ban Story 89
Commodore Records ... 53
District 13 Broadcasters Want Stronger BMI .. 62
Haverlin Leaves BMI to Join MBS ... 89

NATIONAL ASS'N OF BROADCASTERS

Annual Convention ... 31
Ass'n of Women Directors Stage Big Event ... 57
Audience Measurement Bureau Committee Meets 31
Avery's Talk Before NRDGA Convention ... 8
Board Meeting, February 2 and 3 ... 15
Brief Filed on FCC Order 118 Amending Rule 1.5 ... 51
Broadcasters Discuss Essential Character of Radio ... 79
Canadian Ass'n of Broadcasters Convention ... 61
Code, Controversial Issues ... 77
Convention Site and Program Committee Meet 9
District 2 ... 78
District 3 ... 79
District 6 ... 69
District 8 ... 39
District 10 ... 39
District 12 ... 63
District 13 ... 62
District 14 ... 41–53
District 16 ... 54
District 13 Broadcasters Want Even Stronger BMI ... 62
District Engineering Committee ... 10
District Meeting Resolutions ... 39
District Meetings Schedule ... 1–7–15–25
Fetzer, 8th District Director ... 39
Finance Committee Meet, January 10 ... 9
Gillin, 10th District Director ... 39
Hager, 2nd District Director ... 78
Legislation Committee Meets with Chairman Wheeler ... 70
Navy Dept. Compliments NAB ... 41
News Sub-Committee Meets ... 18
Operator Training ... 56–71
Program Managers Executive Committee Meet. 10
Public Relations Meetings ... 1–25
Radio News Committee ... 26
Ryan New President ... 29
Ryan, Wm. B., 16th District Director ... 54
Revised Legislative Recommendations ... 24
Sales Managers Hear "What Radio Buyers Want To Know" ... 40
Sales Managers Meetings ... 1–16
Salt Lake City Broadcasters Meet with Egolf and Avery ... 54
War Dept. Recognizes NAB Activity ... 31
Way, Re-elected 12th District Director ... 63
Wooten, 6th District Director ... 69
Yocum, 14th District Director ... 41–53

Page

PROMOTION

4th War Loan ... 11–71
Bond Booths on Docks ... 11
Design Technique vs. Service Requirements—Irwin W. Stanton ... 45
Kansas City Goes in for Kid Shows ... 42
KXOK's "Jobs for Heroes" Gets Results ... 84
More Treasury ETs for Sponsorship ... 31
Post-War Radio Service ... 45
Radio in Service of Home and Nation—A. Stringer ... 48
Stations Ask for War Bond ETs ... 19
Stations Favor Continuance Bond Campaign ... 18
WAVE Sells in 4th War Loan Drive ... 70
WGAR's Library Promotion ... 32
WGAR and WJR Survey 75 Stations ... 56
WRVA Careless Talk Slogan Contest ... 90

PUBLIC RELATIONS

American Home Campaign Contest ... 85
Egolf Addresses Radio Council of Greater Cleveland ... 26
KTSM Booklet on El Paso Radio Forum ... 85
Lewis, Dorothy, Schedule Southern Tour ... 85
Meetings ... 1–25
NAB Ass'n of Women Directors Stage Big Event 57
Radio Councils Activities ... 19–26
Rochester Hospital Council Broadcasts ... 91
"Tell Us About Radio"—WGAR ... 90

RADIO TECHNICAL PLANNING BOARD

Panel #3 Meeting ... 55
Panel #4 Meeting ... 2
Panel #6 Meeting ... 64
Panel #5 Changes ... 56

RESEARCH

Population Shifts ... 65
Radio Families, January 1, 1944 ... 17

SELECTIVE SERVICE

WMC Continues Broadcasting in Essential Category ... 70

TAXATION

Talent Tax Status ... 63

TUBES

Views on Production Differ ... 2

NAB SPECIAL BULLETINS

A. F. OF M. BULLETIN ... #24
THE BEAM ... Vol. 2, #1
BROADCAST ADVERTISING ... #9
LEGISLATIVE ... Vol. 12, #1–5
SELECTIVE SERVICE ... #17, 18
SWAP BULLETIN ... #46, 47, 48

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 14, April 7, 1944

Selective Service

Supplements Nos. 19 and 20 to the NAB Selective Service Handbook are being mailed to all member stations with this issue of the REPORTS and to all non-member stations separately.

Station managers may find it advantageous to attach a copy of No. 19 to any applications for deferment or they may desire to file a copy of this Supplement as an additional exhibit to deferment request now pending. Extra copies will be supplied upon request.

FCC REVISES MULTIPLE OWNERSHIP COMPLIANCE PROCEDURE

Under the new procedure for compliance with Rule 3.35 adopted by the Commission last Tuesday (4) Licensees must comply by May 31, 1944, or secure by petition extension of time for compliance due to good cause shown, or be designated for hearing.

The order follows:

ORDER NO. 84-B

"At a meeting of the Commission held on April 4, 1944, the Commission gave consideration to the petitions pending before it for a suspension of Regulation 3.35, or for a postponement of the effective date of that Regulation.

"The Commission thereupon adopted the following Order:

"I. Except as provided below the effective date of Regulation 3.35 is hereby suspended.

"II. On or before May 31, 1944, all licensees to whom Regulation 3.35 is or may be applicable will be required to:

1. File an application which will effect compliance with Regulation 3.35; or
2. Submit a petition for extension of license for such period as may be necessary to complete negotiations for an orderly disposition or otherwise to comply with the terms of the Regulation, provided such petition sets forth:
    a. The determination of the licensee to proceed in good faith as expeditiously as may be to effectuate compliance with the Regulation; and
    b. A statement of the steps which petitioner proposes to take in order to effect his compliance with the Regulation, and the specific facts establishing due diligence in the effort to effect a compliance with the terms of the Regulation and the licensee's inability to comply therewith; or
3. Submit a petition for a hearing to determine the applicability of Regulation 3.35 to the petitioner, in which case the petition and the license renewal will be set for hearing.

"III. The license renewals of all affected licensees, who do not take one of the foregoing steps or who are unsuccessful in obtaining an extension of time under subparagraph 2 above, will be designated for hearing.

"IV. The Commission will insist upon a speedy determination of any proceeding hereunder and will require an expeditious compliance with its final order thereon within such reasonable time as may be fixed in such final order.

"V. Upon compliance with Regulation 3.35 the Commission will issue appropriate certificates pursuant to the provisions of Section 123 of the Revenue Act of 1943."

In connection with "V" above, the Commission announced that upon the granting of applications for consent to assignment of licenses, or for consent to transfer of control of licensee corporations, filed for the purpose of effecting compliance with the Commission policy established in the multiple ownership rule (Section 3.35), the Commission will issue appropriate certificates pursuant to the provisions of Section 123 of the Revenue Act of 1943 relating to gain from sale or exchange of property necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations.

The provisions of the Revenue Act of 1943 referred to are as follows:

Revenue Act of 1943

SEC. 123. GAIN FROM SALE OR EXCHANGE OF PROPERTY PURSUANT TO ORDERS OF FEDERAL COMMUNICATIONS COMMISSION.

(a) *In General.*—Section 112 is amended by adding at the end thereof a new subsection as follows:

"(m). *Gain from Sale or Exchange to Effectuate Policies of Federal Communications Commission.*—If the sale or exchange of property (including stock in a corporation) is certified by the Federal Communications Commission to be necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations, such sale or exchange shall, if

(Continued on page 102)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

FCC REVISES MULTIPLE OWNERSHIP COMPLIANCE PROCEDURE

(Continued from page 101)

the taxpayer so elects, be treated as an involuntary conversion of such property within the meaning of subsection (f) of this section. For the purposes of subsection (f) of this section as made applicable by the provisions of this subsection, stock of a corporation operating a radio broadcasting station, whether or not representing control of such corporation, shall be treated as property similar or related in service or use to the property so converted. The part of the gain, if any, upon such sale or exchange to which subsection (f) of this section is not applied shall nevertheless not be recognized, if the taxpayer so elects, to the extent that it is applied to reduce the basis for determining gain or loss upon sale or exchange of property, of a character subject to the allowance for depreciation under section 23 (1), remaining in the hands of the taxpayer immediately after the sale or exchange, or acquired in the same taxable year. The manner and amount of such reduction shall be determined under regulations prescribed by the Commissioner with the appoval of the Secretary. Any election made by the taxpayer under this subsection shall be made by a statement to that effect in his return for the taxable year in which the sale or exchange takes place (or, with respect to taxable years beginning before January 1, 1944, by a statement to that effect filed within six months after the date of the enactment of the Revenue Act of 1943 in such manner and form as may be prescribed by regulations prescribed by the Commissioner with the approval of the Secretary) and such election shall be binding for the taxable year and all subsequent taxable years."

(b) *Taxable Years to Which Applicable.*—The amendments made by this section shall be applicable with respect to taxable years beginning after December 31, 1942."

Editor's Note: For additional discussion of this provision, see NAB Tax Bulletin No. 3, dated December 24, 1943.)

The Press Release accompanying the order stated:

"In the consideration of individual applications under the provisions of Regulation 3.35 (Multiple Ownership Rule), the Commission will examine the facts in each case. In determining whether or not an overlapping of signal strength results in a standard broadcast station rendering primary service to "a substantial portion of the primary service area of another broadcast station" within the meaning of Section 3.35, the Commission will give consideration to location of centers of population and distribution of population, location of main studios, areas and populations to which services of stations are directed as indicated by commercial business of stations, news broadcasts, sources of programs and talent, coverage claims and listening audience."

WCOV WINS ARBITRATION AWARD

WCOV and the IBEW Local No. 1299 entered into an arbitration agreement in the fall of 1942 with respect to certain disputed matters arising between them. The matter was submitted for arbitration to tribunals of the American Arbitration Association. In an award opinion dated March 20, 1944, the majority of the board, H. O. Davis and Abit Nix, find in favor of the broadcaster. Their Award and Opinion follows:

"We, the undersigned arbitrators, having been designated in accordance with the Arbitration Agreement entered into by the above-named Parties, and dated September 1, 1942, and having been duly sworn according to law, and having duly heard the proofs and allegations of the Parties, AWARD, as follows:

"We find that the contract entered into on the first day of September, 1942, by and between the Capital Broadcasting Company, Inc., trading as Radio Station WCOV, Montgomery, Alabama, and Local Union No. 1299 of the International Brotherhood of Electrical Workers, provided in Pararaph 2, Section 4 of Article 1, as follows:

> " 'It is understood and agreed that this Section of this agreement shall be opened on August 7th, 1943, for negotiations with respect to having Technicians perform all work in connection with studio control boards.'

"Upon the hearing it developed that the Union desired that Technicians perform all work in connection with studio control boards, or that announcers and control board operators (not being technicians within the meaning of the contract) be required to become members of the Union.

"The employer took the position that while the above quoted section opened the matter up for negotiations on August 7, 1943, it did not bind the employer to do anything except negotiate concerning the matter, and that it will be against the public interest, the interest of the employer, and the interest of the non-union employees to compel them to join the Union.

"We award in favor of the contentions of the Capital Broadcasting Company and hold that under the evidence as presented and under the rules of the Federal Communications Committee the employer should not be required to employ technicians for the operation of the studio control boards."

In dissenting, J. J. Buffington, the third member of the tribunal, wrote the following opinion:

"I am reluctant to express an opinion on the question involved in the controversy between the International Brotherhood of Electrical Workers and the Broadcasting Company, for the reason that there seems to be a misunderstanding of the real issue. It was my understanding that the Arbitrators were to pass on the sole question of jurisdiction. And the question of the application of Article I, section 4, which is purely jurisdictional, was the only submission for our consideration.

"My experience as an arbitrator, especially of disputes between Employees and Employer, which covers more than thirty years, leads to the conclusion that we cannot agree upon the issue until we have a clear conception of the language contained in Article 1, section 4 of the agreement.

"The language in Article 1, section 4 is a technical recital. The purpose of this article, which was the question for the Arbitrators to consider, was to bring studio workers under the jurisdiction of the Union in the classification of Technicians. The object of this, apparently, was neither economic or prejudicial, but for the protection of both the Company and the Union against the encroachment of other organizations. This was brought out in the testimony.

"The application of the provisions of the petition would not compel the employees in the Studio to become members of the Union where they were in the service prior to the Union's acquiring such jurisdiction, but would hold them under protection of the Union agreement, and when new employees were taken in the service, the Union members should be given preference in employment. This is no new departure, but a regulation as old as the Union itself. It must be conceded that the public interest is paramount to both, the Company and the Union, and that in the award by the Board due consideration must be given the public interest.

"It is a well established fact that jurisdictional disputes have been the cause of more public inconveniences within the past few years than all other labor disturbances combined. Therefore, it cannot be said, with any degree of consistency, that the public interest will be served by denying the applicant's petition; nor would the Company be benefited by such decision. As a matter of fact, to deny the petition would create discord as well as open an avenue for an invasion by other Unions.

"It is fundamentally sound doctrine that collective bargaining should be limited to as few agencies as possible, thereby eliminating the danger of jurisdictional disputes. And for the Board to find for the Defendant Company would be to invite such disputes.

"I have the highest regard for the two gentlemen with whom I served on the Board, and I have all confidence in their sincerity, but I cannot believe that they fully understand the issue, nor the full technical meaning of the Article covering the question of jurisdiction.

"Therefore, I submit that the Applicant's petition be allowed, and jurisdiction be extended to cover employees in the studio at the control board.

"Respectfully submitted."

GURNEY ON FREE SPEECH

Honorable Chan Gurney, U. S. Senator from South Dakota, appearing on the Town Hall program on the Blue Network today (April 6) gave the following talk on free speech:

Freedom of speech is guaranteed under our Constitution. Just how that can be adapted to radio is, as I see it, the question before us tonight.

There is not enough actual time on the radio for each and every one of our 130 million people to state their ideas on every question over the radio, so let's be practical about it, and instead of talking about freedom of speech, let's talk about fairness—fairness by *first*, the actual operators of the radio stations of the country—fairness of the listening public—and fairness, yes, of the business world that uses radio as a medium of advertising.

It is my sincere judgment, first, that radio—with a very, very few exceptions—has handled their radio programs in a mighty fair, clean way. If they had not, say, the ten year period just past, they would not now be on the air, for our American people have a way of doing away with any concern that does not treat them fairly. They *just do not patronize* that concern and it goes out of business.

So, briefly, the complete answer is that radio as a whole has been fair or there would not now be radio, as we know it, in the good old U. S. A.

I say definitely that the listening public will regulate radio in an American way. They will regulate it by the simple mechanical movement of turning off the dial if they don't like what is offered to them.

We must recognize that radio is different than the newspapers, in that the broadcaster—by the tone of his voice —by his inflection— can make an ordinary remark sound very beautiful—or can even leave the impression, just by the tone of his voice, that he is talking about a scoundrel.

Freedom of speech is fundamental—made a part of our Constitution—because of a profound belief that the collective mind of the whole people is greater than that of any individual. We Americans have a strong conviction of our ability to govern ourselves. Our problem is to apply this freedom of speech—or shall I say, fairness of speech, basic in our law—to the radio—and right there I might remark that we must not become disturbed because we see some rabble-rouser gain temporary influence by the use of this new medium of communication.

So, let's talk about fairness in presenting controversial public questions and the broadcasting of news.

The broadcasters themselves first enunciated the principle that controversial public issues must be handled fairly. They decided this because of their recognition of their own responsibility to the public, plus intelligent self-interest. Their own well being and continuance in business impels broadcasters to see to it that the principle of fairness is advantageously followed in actual practice, and in my opinion, this is just what has happened in all but a few isolated instances.

The second phase of freedom or fairness on the radio is the handling of news. The American public wants their news by radio so that they will be informed as to what is going on as speedily as possible. I say they should be allowed to form their own conclusions. Here again, by far the greatest number of radio stations and networks, are now presenting the news with fairness and accuracy—determined that the news shall not be selected for the purpose of establishing an editorial position.

I hesitate to see laws passed that would put restriction on, or limit the broadcasting industry, whether by law or by managerial edict. You must remember that regulation by law takes away from the industry the sense of responsibility, and leaves in the hands of a few, that power which if placed in the hands of central government or its agency, could be used to gradually encroach upon freedom of speech via the radio.

We Americans should be concerned now about the ever-increasing encroachment upon the radio industry by the federal regulating bureaucracy. What we need in this country is a new law which clearly and explicitly tells the federal regulating body what it *cannot* do, rather than a law outlining a program of what it can do.

We Americans intend to keep our freedom of speech, be it in the newspaper, on the public platform, or what we may or may not hear over the radio.

Of course we have our day to day problems, but we should not quickly go to Congress and say "pass a law to prevent this" or "pass a law to prevent that". We must bear in mind that in the end, most of them will be solved by the broadcasters and the listening public through their own voluntary action, so necessary to assure themselves that they can and will stay in business. We must place squarely on the whole industry—the broadcast owners, the radio advertisers, the commentators, the full responsibility for its own conduct, and I say what we must give broadcasting its freedom from fear, for I hate to see regulations issued or laws enacted, aimed at a very small minority. A little regulation of this sort is a dangerous thing, because it only invites further regulation in the future, leading to complete control and the elimination of freedom of speech in radio.

We must be very careful in our decisions affecting this highly important industry, because a wrong decision now may mean that we will not long have American radio as we know it, which is, after all, the only fair and free radio now in existence in the world.

SALES MANAGERS ACT ON AUDIENCE MEASUREMENT

Recognizing the need for standards of audience measurement, the NAB Sales Managers Executive Committee, at its meeting in Cincinnati today (April 6), adopted a resolution, recommending that the Board of Directors appoint a special committee to include members of the Research, Program Managers Executive, Sales Managers Executive Committees and at least one member of the Board to study audience measurement techniques, and probe the possibility of some sort of central body representing the entire industry to recommend standards to be followed by all research organizations in making this type of survey.

The Committee, recognizing the desirability of the early adoption of a standard method of computing coverage that can be agreed upon by advertisers, advertising agencies, and radio stations, expressed its confidence in the procedure of the Research Committee and accepted its invitation to hear the report of its technical sub-committee on methods to be submitted as soon as possible.

Following a discussion of the participation of NAB in the Proprietary Association Advertising Clinic to be held in New York on May 16, Chairman Dietrich Dirks, KTRI, Sioux City, Iowa, appointed a sub-committee consisting of Arthur Hull Hayes, WABC, New York, Walter Johnson, WTIC, Hartford, Conn., James V. McConnell, WEAF, New York, and Jack Surrick, WFIL, Philadelphia, Pa., to work on this presentation. In addition, the committee adopted a resolution, expressing its appreciation for the magnificent cooperation of WLW in the provision of a 10-piece orchestra and vocalists for the radio reception held on Wednesday evening in conjunction with the promotion clinic of the National Retail Dry Goods Association. It also expressed its thanks to the Sales Promotion Division of NRDGA for the invitation to participate in the first annual convention of that organization. The Board of Directors of the Sales Promotion Division were dinner guests of the committee on Wednesday.

In addition to Chairman Dirks, Johnson and Surrick, C. K. Beaver, KARK, Little Rock, Ark., Sam H. Bennett, KMBC, Kansas City, Mo., John M. Outler, Jr., WSB, Atlanta Ga., and William C. Roux, substituting for James V. McConnell, were present at the meeting. Pressure of business prevented W. B. Stuht, KOMO-KJR, Seattle, Wash., from attending. Lewis H. Avery, NAB Director of Broadcast Advertising, served as secretary of the committee.

15TH DISTRICT MEETING

Broadcasters of the 15th NAB District (northern California, Nevada and Hawaii) held a one-day meeting in San Francisco on March 29. General industry matters were discussed in an informal way and a considerable part of the meeting was devoted to the activities of the regional OWI office. All broadcasters present, according to Arthur Westlund, District Director, commented very favorably on the manner in which the Regional Director there has recently handled several critical local problems.

Charles A. Dostal, Vice President of Westinghouse Electric, presented a sound motion picture, "On the Air".

Those attending were: C. L. McCarthy, KWQ; Glen Shaw, KLX; F. Wellington Morse, KLS; Jerry Ackers, KSAN; Wilt Gunzendorfer, KSRO; Edward J. Jansen, KSFO; George Ross, KWG; Keith Collins, KMJ; Jack Schacht, KFBK; Howard Walters, KDON; David Sandeberg; A. F. Hogan, KYA; Ken Randolph, KDON; S. H. Patterson, KSAN; Bob Stoddard, KOH; Ralph Brunton, KQW; Paul Bartlett, KFRE; Ed Franklin, KJBS; William B. Smullin, KIEM; Dan J. Dannelly, KFRC; Philip G. Lasky, KROW; William Dumm, Associated Broadcasters, Inc.; and Arthur Westlund, KRE.

OREGON-WASHINGTON MEETING

March 24th members of the Oregon State Broadcasters Association and the Washington State Broadcasters held a joint meeting in Portland, Oregon, at the Benson Hotel.

Elections were the first order of the day for the Oregon Broadcasters with Ben Stone, KOOS, Marshfield, being ushered in as the new President. Lee Bishop of KMED, Medford, was the retiring president. Other new officers are Glenn McCormick, KSLM, Vice-President, H. Quenton Cox, KGW-KEX, Secretary-Treasurer, and Harry Buckendahl, KOIN-KALE, Board of Directors.

FM was the keynote of the meeting with Al Josephsen of the RCA Chicago Office holding sessions both morning and afternoon.

E. Palmer Hoyt, ex-head OWI Domestic Bureau, spoke at luncheon, and the yearly NAB report was made by Regional Director Harry Spence.

The NAB Sales Managers meeting was held on Saturday with Chet Wheeler of KWIL presiding. Chet Duncan, KOIN, made a report on NAB public relations activities.

The joint meeting was definitely a success, and plans were discussed for holding next year's meeting as a joint meeting in Seattle or Spokane.

Broadcasters attending included:

John Kelly, KEVR; Jerry Geehan, KMO; Glenn Dolberg, BMI; V. Barney Kenworthy, KODL; Joe Chytil, KELA; Marshall Pengra, KRNR; Marshall Cornett, KBKR; Lee Jacobs, KBKR; Lawrence Kincaid, KUIN; Vernice Irwin, KVI; E. J. Gough, SESAC; Lee Bishop, KMED; Frank Loggan, KBND; Florence Wallace, KXA; Glenn McCormick, KSLM; Bill Talbot, KSLM; Hal Shade, KOOS; Herb Davidson, WKIL; Jack Clarke, KMO; Harry Spence, KXRO; Fred Goddard, KXRO; Chet Wheeler, KWIL; Rod McArdle, KXA; H. M. Swartwood, Jr., KOIN-KALE; Mary Elizabeth Gilmore, KBPS; Mark Knight, A. P.; Don Parker, KXL; H. S. Jacobson, KXL; Loren Stone, KIRO; Gorman Hogan, P. A.; F. P. Barnes, G. E. Co.; Sheldon Sackett, KVAN; Ben Stone, KOOS; Allen Miller, KOAC; R. G. McBroom, KFIO; R. W. Brazeal, KFPY; Dick Dunning, KFPY; Ralph Hanson, KUIN; A. Josephsen, RCA-Chicago; C. A. LaHar, RCA-San Francisco; Dave Rees, KMED; R. E. Hocking, Pac. Tel. and Tel; W. D. Craddock, Pac. Tel. and Tel.; Arthur Gerbel, Jr., KOMO-KJR; H. J. Quilliam, KIRO; C. O. Chatterton, KWLK; H. Quenton Cox, KGW-KEX; Tom Olsen, KGY; Harrison Miller, KIT; Frank Hill, KORE; L. W. Trommlitz, KORE; Fred A. McCabe, U. P.; Claude Simpson, KWSC; Earl Peterson, KGW-KEX; Palmer Hoyt, Oregonian; M. R. Chessman, KAST; J. McLoughlin, Bob Lindahl, J. W. Kendall, all of the John Keating Studios; Miss H. Ogilbee, KXL; Harry Buckendahl, KOIN; Clyde Phillips, KOIN; L. S. Bookwalter, KOIN; H. E. Studebaker, KUJ; S. W. McCready, KVAN; A. J. Mosby, KGVO; John W. Dunlap, U. P.; R. D. Holmes, KAST; Grant Feikert, KOAC; Rollie Truitt, KGW-KEX; L. E. Parsons, KAST; Al Schuss, KEVR-KEVE.

NEW FCC COMMITTEE COUNSEL APPOINTED

Representative Clarence F. Lea, Chairman of the Select Committee to Investigate the Federal Communications Commission, has announced the appointment of John J. Sirica, a Washington attorney, as general counsel for the Committee.

Mr. Lea said Mr. Sirica "has had wide experience as an attorney and that his ability and integrity are well attested. Two of the most essential qualities for this investigation, his fairness and ability, are recognized by all who know him. He has no alliances that should embarrass him from conducting a thorough and fair investigation." Mr. Sirica succeeds Eugene L. Garey as counsel for the Committee.

Mr. Sirica was born in Waterbury, Connecticut in 1904 and was educated at the Columbia Preparatory School and the Emerson Institute of this city. He graduated at the Georgetown University Law School in 1926 in which year he was admitted to the bar of the District of Columbia. He entered general law practice at that time continuing it until 1930. At that time he was appointed Assistant U. S. Attorney for the District of Columbia serving in that capacity until 1934 at which time he resigned to resume the practice of law in Washington.

CURTIN WMC RADIO CHIEF

Chairman Paul V. McNutt of the War Manpower Commission announces that D. Thomas Curtin has been appointed to direct radio activities in the Information Service of the War Manpower Commission.

Mr. Curtin is a graduate of Harvard University and a native of Boston. After early experience with The Boston *Globe* he traveled extensively in Europe, studying conditions there. He was overseas when the last war began, working as reporter for The London *Times* and The *Daily Mail* until the war ended. His book on Germany, "The Land of Deepening Shadow," was a best seller after the last war. He returned to the United States, writing and lecturing on his war experiences and on conditions in Europe.

During the early 30's Mr. Curtin wrote and produced network dramas. He continued his travels in 1938 and 1939, this time studying economic conditions in South America. Later he became public relations director for the McCann-Earickson Co., New York. Since 1942, Mr. Curtin has been with the information service of the U. S.

Maritime Commission in Washington. His home is in Fairfax, Virginia.

LAUNCH "FOOD FOR FREEDOM FAIR"

KRNT and KSO, Des Moines, have gotten into the "Food for Freedom" business with a big time promotion which should result in more food for listeners and prestige for the stations. It takes the form of a "Food for Freedom Fair" to be held sometime next August.

Manager Craig Lawrence announced that the stations would support Iowa's victory gardening and home canning campaign with $530 in cash prizes, plus ribbons and other awards.

These cover a wide list of vegetables, canned foods and some flowers. Premium lists, prepared by the stations, under the supervision of Dr. Larry Grove of the Extension Division of Iowa State College, Ames, and Robert Herrick, of the Iowa State Horticulture Department, are sent upon request.

Entry to the Fair is free and open to any Iowa gardener except professional truck gardeners. Listeners are invited to write in for entry blanks, or to pick them up at Victory Garden headquarters.

Fair is being publicized on two daily KRNT programs: Farm Editor Joe Ryan's "Farm Family Circle", and the afternoon "Victory Varieties," live-talent show. Large signs promoting the event, have been placed in eight prominent downtown Des Moines locations, and will be shifted to other locations throughout the summer.

KMBC ISSUES SERVICE BROCHURE

KMBC, Kansas City, has reported an entire year's efforts in support of the war in a brochure titled, "War Broadcasting Activities, 1943."

In a foreword the station points to the showmanship which has been used to increase the efficiency of government messages. Messages are infiltrated with established programs. And "when it is necessary for more than a message . . . an important project that needs special promotion, KMBC has designed special radio productions. Some of these programs have taken the form of drama, musical, variety and on-the-spot descriptions."

"ON THE AIR!" WILL SHOW ANYWHERE

Following showings of "On the Air!" Westinghouse sound-film history of radio, to broadcasters at recent NAB district meetings, news was received that the film will be exhibited free by Westinghouse anywhere in the United States upon request.

Willard D. Egolf, NAB Assistant to the President, received a letter from Philip D. Smith, Manager, Westinghouse Motion Picture and Speakers Bureau, containing the following paragraph:

"For your information, 'On the Air!' is available for free distribution any time at any place in the United States, and we will be glad to ship a print or arrange projection facilities at no cost at any location on receipt of request."

Produced at considerable cost, for public use, "On the Air!" is appealing even to broadcasters because of its dramatization of radio's origin and development.

Westinghouse, strongly identified with radio's beginnings through Dr. Frank Conrad, and operators of several radio stations, uses its own experience and its own stations for illustrative material, yet "On the Air!" is not a "Westinghouse commercial." Broadcasters may feel free to assist Westinghouse representatives in arranging public showings or sponsor such showings themselves, except where the presence of Westinghouse stations would make their sponsorship more appropriate. Address: Philip D. Smith, Manager, Motion Picture and Speakers Bureau, Westinghouse Electric and Manufacturing Company, 306 Fourth Avenue, P.O. Box 1017, Pittsburgh 30, Pa.

1944 MEMBERSHIP CERTIFICATES

This week 1944 Membership Certificates were mailed to substantially all member stations. In a few instances errors were made in inserting call letters and new certificates have been ordered. NAB would appreciate information of any instances in which the certificate is injured in the mails, and replacement will be made.

ERRATA

In NAB Reports, page 96, there is a discrepancy in the figures shown in the list submitted by the Advertising Council, namely, $327,790,373 and the $352,650,000, given as the estimate of the Advertising Council. The following note should have been added:

"This sum ($327,790,373) represents 93 per cent of $352,650,000, which is the Council's estimate of 1943 war theme advertising in all measurable media. The seven per cent not accounted for in the tabulation above does not permit a breakdown in terms of these specific campaign themes."

FCC AIDE TO NAVY

W. Ervin James, Assistant Secretary of the Federal Communications Commission will report to the Navy Indoctrination Center at Fort Schuyler, New York, April 28. Mr. James is commissioned a Lieutenant (J.G.).

Prior to his appointment as Assistant Secretary last November 1943, Mr. James had served as Assistant to Commissioner Clifford J. Durr since December 1941. He is married and a native of Montgomery, Alabama.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 10. They are subject to change.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WMAZ—E. K. Cargill (transferor), George P. Rankin, Jr. (transferee), Southeastern Broadcasting Co., Inc. (licensee), Macon, Ga.—Granted consent to acquisition of control of Southeastern Broadcasting Co., Inc., licensee of Station WMAZ, from E. K. Cargill (transferor) to George P. Rankin, Jr. (transferee), through the purchase by the licensee of 279 shares, or 41 per cent, of its capital stock, such shares to be held as Treasury stock. The consideration to be paid to E. K. Cargill is $120,000. (B3-TC-355)

WDSM—Victoria B. Conroy (transferor), Roland C. Buck (transferee), WDSM, Inc. (licensee), Superior, Wis.—Granted consent to relinquishment of control of WDSM, Inc., licensee of Station WDSM, by Victoria B. Conroy and James J. Conroy, through the sale of 45 shares, or 39.4 per cent, of the issued and outstanding capital stock from Victoria B. Conroy to Roland C. Buck, for a cash consideration of $18,000. (B4-TC-357)

Wednesday, April 12

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Renewal of License. **1320 kc.**, 100 watts; daytime.

MISCELLANEOUS

WMWA—WOKO, Inc., Area of Albany, N. Y.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending June 1, 1944.

WRET—The Fort Industry Co., Area of Fort Lauderdale, Fla.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending June 1, 1944.

WEKF—Paducah Broadcasting Co., Inc., Area of Paducah, Ky.—Granted renewal of relay broadcast station license for the period ending December 1, 1945.

In accordance with the Commission's policy adopted February 23, 1943, the following applications for FM broadcast stations were placed in the pending files:

York Broadcasting Co., York, Pa.; WGAL, Inc., Lancaster, Pa.; WDEL, Inc., Wilmington, Del.; Louis Wasmer, Inc., Spokane, Wash.; National Broadcasting Co., Inc., Washington, D. C.; Associated Broadcasters, Inc., Bethlehem, Pa.; Blue Network Co., Inc., New York City; Havens & Martin, Inc., Richmond, Va.; Keystone Broadcasting Corp., Harrisburg, Pa.; Nashville Radio Corp., Nashville, Tenn.

WHDH—Matheson Radio Co., Boston, Mass.—Granted petition for leave to amend application for modification of license (B1-ML-1179), and ordered that the application as amended be removed from the hearing docket, and that the hearing set for April 20 be cancelled.

In re Application of: L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Adopted an Order continuing the hearing from April 6 to April 26, 1944, in re application for construction permit to erect a new broadcast station at West Point, Ga. (Docket No. 6549)

NEW—Blue Network Co., Inc., Area of San Francisco, Calif.—Modification of license to change equipment to conform to equipment changes authorized for station KEJK.

NEW—University of Southern California, Los Angeles, Calif.—Construction permit for a new non-commercial educational broadcast station to be operated on **42,900 kc.**, power of 1 kilowatt; special emission.

NEW—Columbia Broadcasting System, Inc., Delano, Calif.—Construction permit for a new international broadcast station to be operated on **6120, 6170, 9650, 11830, 15270, 17830, 21520** and **21570 kc.**, with 50 kilowatts power.

WAAD—The Fort Industry Co., Area of Fort Lauderdale, Fla.—Modification of license to change area of operation to Miami, Florida.

WRET—The Fort Industry Co., Area of Fort Lauderdale, Fla.—Modification of license to change area of operation to Miami, Florida.

WEJC—National Broadcasting Co., Inc., Washington, D. C.—Construction permit to move transmitter and make changes in antenna.

KFI-KECA—Earl C. Anthony, Inc., Los Angeles, Calif.—For postponement of the effective date of Sec. 3.35 of the Commission's Rules and Regulations and for extension of licenses of KFI and KECA.

KGW-KEX—Oregonian Publishing Co., Portland, Ore.—To suspend the effective date of Sec. 3.35 to an indefinite date; or for determination that rule is inapplicable to petitioner; in the event the rule is not suspended or held inapplicable to the licenses, for renewals or extensions of licenses to permit orderly disposition of properties; if the specific relief prayed for is not granted without hearing, for a hearing on petition and application.

KHQ-KGA—Louis Wasmer, Inc., Louis Wasmer, Spokane, Wash.—To suspend effective date of Sec. 3.35 as to petitioners or that petitioners be granted a hearing to show that the continued operation of KHQ and KGA as presently operated would be in the public interest, convenience and necessity.

WSPA—Spartanburg Advertising Co., Spartanburg, S. C.—Granted construction permit to make changes in directional antenna system for night use and increase in nighttime power from 1 to 5 kilowatts, subject to submission of an application for modification of construction permit specifying a directional antenna providing protection to other stations in accordance with the Rules and Regulations and Standards of Good Engineering Practice of the Commission. (B3-P-3384)

KOMO-KJR—Fisher's Blend Station, Inc., Seattle, Wash.—To suspend effective date of General Order No. 84-A, or in the alternative, for determination of inapplicability of regulation, or for renewals or extensions of licenses to permit the orderly disposition of properties.

L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Entered order vacating hearing assignment now scheduled for April 6, on application for construction permit to erect a new station to operate on **1490 kc.**, with 250 watts power, unlimited time.

APPLICATIONS FILED AT FCC

850 Kilocycles

WHDH—Matheson Radio Co., Inc., Boston, Mass.—Modification of license to operate with directional antenna after sunset at Gainesville, Fla., instead of local sunset AMENDED to operate with directional antenna after sunset at Gainesville, Fla., or Cleveland, Ohio, whichever is earlier in any month.

1160 Kilocycles

WJJD—WJJD, Inc., Chicago, Ill.—Transfer of control of licensee corporation from H. Leslie Atlass, Ralph L. Atlass and Ralph Louis Atlass to Marshall Field.

1230 Kilocycles

KXO—Valradio, Inc., El Centro, Calif.—License to cover construction permit (B5-P-3546) which authorized change in frequency, increase in power and installation of new transmitter.

KXO—Valradio, Inc., El Centro, Calif.—Authority to determine operating power by direct measurement of antenna power.

1490 Kilocycles

WKBV—Knox Radio Corp., Richmond, Ind.—Construction permit to increase power from 100 watts to 250 watts, make changes in transmitting equipment and antenna and move transmitter and studio.

KPLT—North Texas Broadcasting Co., Paris, Texas—Authority to determine operating power by direct measurement of antenna power.

1580 Kilocycles

NEW—Durham Broadcasting Co., Inc., Durham, N. Car.—Construction permit for a new standard broadcast station to be operated on **1580 kc.**, power of 250 watts and unlimited hours of operation.

FM APPLICATIONS

NEW—Louis Wasmer, Inc., Spokane, Wash.—Construction permit for a new high frequency (FM) Broadcast Station to be operated on **45,700 kc.**, with coverage of 12,609 square miles.

NEW—G. W. Covington, Jr., Montgomery, Ala.—Construction permit for a new high frequency (FM) Broadcast Station to be operated on **45,500 kc.**, coverage of 4,761 square miles.

NEW—St. Lawrence Broadcasting Corp., Ogdensburg, N. Y.—Construction permit for a new high frequency (FM) Broadcast Station.

NEW—Atlantfc Coast Broadcasting Co., Charleston, S. Car.—Construction permit for a new high frequency (FM) Broadcast Station to be operated on **47,700 kc.**, with coverage of 6,400 square miles.

NEW—Central Broadcasting Co., Des Moines, Iowa—Construction permit for a new high frequency (FM) Broadcast Station to be operated on **46,100 kc.**, with coverage of 18,200 square miles.

NEW—Stanley M. Goard, George W. Phillips, Robert T. Zabelle, James L. Murray, co-partners, d/b as Broadcasters Oreg., Ltd., Portland, Ore.—Construction permit for a new high frequency (FM) Broadcast Station to be operated on **48,500 kc.**, coverage of 5,826 square miles.

NEW—Record-Herald Company, Wausau, Wisc.—Construction permit for a new high frequency (FM) Broadcast Station to be operated on **46,500 kc.**

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

American Food Shipping Co.—Misrepresentation of the value and contents of gift packages of food and other merchandise sold for shipment to members of the armed forces in the United States and foreign countries is alleged in a complaint against Alfred Ungar, trading as American Food Shipping Co., 55 West 87th St., New York. (5147)

Dr. H. A. Pietri Co., 620 West 141st St., New York, is charged in a complaint with disseminating Spanish language advertisements which falsely represent that a lead acetate hair dye she sells under the name Zenaida will restore hair to its original and natural color and will not stain clothing, hands and scalp. (5146)

Pure Carbonic Inc., et al.—Five manufacturers of liquid and solid carbon dioxide, the latter also known as dry ice, are charged in a complaint with conspiring to eliminate price competition and to monopolize the production, sale and distribution of their products, in violation of Section 5 of the Federal Trade Commission Act.

The complaint also charges the respondents with violation of the Robinson-Patman Antidiscrimination Act by selling liquid and solid carbon dioxide to some of their customers at lower prices than they sell such products of like grade and quality to other purchasers.

Respondents named in the complaint are Air Reduction Co., Inc., its subsidiary, Pure Carbonic, Inc., and Mathieson Alkali Works, Inc., all of 60 East 42nd St., New York; Liquid Carbonic Corp., 405 Lexington Ave., New York; and Michigan Alkali Co., Wyandotte, Mich. (5144)

Rex Diathermy Corp., 901 First Court, Brooklyn, engaged in the manufacture and sale of the Rex Diathermy Machine, is charged in a complaint with misrepresenting the curative properties of the device and with failing to reveal in advertisements that its use may result in injury to health. (5145)

Rich & Co.—A complaint alleging violation of the Wool Products Labeling Act has been issued against Ernest O. Rich and Michael Simeone, trading as Rich & Co., 270 West 39th St., New York, engaged in the manufacture and sale of women's suits and other garments composed in whole or in part of wool, reprocessed wool or reused wool. (5144)

STIPULATIONS

During the past week the Commission announced no new stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist order last week:

C. E. Lusk Co., 6523 Euclid Ave., Cleveland, Ohio, has been ordered to cease and desist from certain misrepresentations made in connection with the sale of a product designated "Lusco" and "Lusco Weld," intended for use in repairing cracks and leaks in automobile radiators and motors and in boilers and other metal devices. (4911)

NAB Reports

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 15, April 14, 1944

BROADCASTING IN THE 4TH WAR LOAN

Broadcasters and their advertisers contributed $12,800,000 in time, talent and promotions to the Fourth War Loan campaign.

The figure, developed by NAB Research Department, is based on the War Effort Broadcast Reports submitted to NAB monthly by stations, and the report of OWI covering allocations to networks, network advertisers and national spot advertisers. OWI's estimate, based on net charges—after discounts—was adjusted to place the figure on a gross basis and to include the talent involved.

The tabulation of individual station War Effort Reports included detailed information of all efforts originated by the station to promote the 4th War Loan. Included were contributions over and above time and talent—for mass meetings, bond rallies, traveling troupes and countless ingenious promotions resulting in the sale of bonds. The NAB figure is without duplication since the station reports of network, network advertiser or national spot advertiser contribution to the war effort are contained in the OWI report.

The NAB estimate of $12,800,000 was furnished the Treasury on April 8. Through some misunderstanding, Treasury assumed the NAB figure did not include the OWI allocation estimate. But since it had been included, the Treasury released figure of $15,000,000 was an overstatement.

COMMUNICATIONS COMMON CARRIERS DENIED DEFERMENTS

The Board of War Communications, after careful analysis of the employment of men under 26 years of age in the common carrier communications industry, submitted a supplementary statement of minimum requirements to the Inter-Agency Committee on Occupational Deferments. Commissioner E. K. Jett, BWC representative on the Inter-Agency Committee, presented the plea for the common carriers. The portion of the statement outlining the estimated minimum requirements follows:

"Although the Board of War Communications is convinced that there is no justification for blanket deferment of men under 26, it proposes for the common carrier communications industry that deferment be considered after screening individual cases for:

> " 'Men in critical occupations as defined in Local Board Memorandum No. 115 with a minimum of 3 years' service who move war traffic, install essential equipment or protect the continuity of service, and whose withdrawal from such employment in a particular location would result in a serious diminution in the availability or quality of war communications service.'

"The application of this definition reduces the number of men in the United States in critical occupations for whom deferments would be requested, as follows: (1) of 31 men under 26 in critical occupations employed in the United States by the international carriers, 20 men meet the requirements of the proposed definition; (2) of 2167 men under 26 employed by the two major domestic carriers, the Bell System and Western Union, 777 men meet the proposed requirements for occupational deferment. It will be noted that the 3-year experience limitation which is part of this definition is superimposed on the requirement that the men be employed in an occupation listed as 'critical' in Local Board Memorandum No. 115."

Even though the total deferments requested for workers in critical occupations under 26 years of age was reduced to only 797 individuals, the request of BWC was denied with the exception of 20 men employed in international communications at cable and radio stations outside the continental limits of the United States.

STATION COVERAGE PRIME RESEARCH OBJECTIVE

The NAB Research Committee met in Cincinnati, Ohio, April 4 and 5. On Tuesday, April 4 the Committee met in joint session with the Sales Managers Executive Committee to hear a report on the coverage method project, to discuss the subject and to view presentations of the CBS and NBC coverage methods. Those attending the joint session which was presided over by Harold Ryan, president of the NAB, were as follows:

Sales Managers Executive Committee:

Dietrich Dirks, Chairman, KTRI, Sioux City, Iowa; C. K. Beaver, KARK, Little Rock, Arkansas; Sam H. Bennett, KMBC, Kansas City, Missouri; Walter Johnson, WTIC, Hartford, Connecticut; William C. Roux, NBC, New York; John M. Outler, Jr., WSB, Atlanta, Georgia; John E. Surrick, WFIL, Philadelphia, Pa.; Lewis H. Avery, Secretary, NAB, Washington, D. C.

Research Committee:

Hugh Feltis, Chairman, KOIL, Omaha, Nebraska; Roger W. Clipp, WFIL, Philadelphia, Pa.; Edward F. Evans, WJZ, New York City; G. Bennett Larson, WWDC, Washington, D. C.; Barry Rumple, NBC, New York; Frank Stanton, CBS, New York; Jack Williams, WAYX, Waycross, Georgia; Paul F. Peter, Secretary, NAB, Washington, D. C.

Guests:

John Churchill, CBS, New York; Kenneth Greene, NBC, New York; Edward W. Hamlin, KSD, St. Louis, Missouri; Thomas B. Price, WWSW, Pittsburgh, Pa.; Robert E. Dunville, WLW-WSAI, Cincinnati, Ohio; William Doerr, WEBR, Buffalo, New York.

The Columbia method for determining station coverage was presented by Frank Stanton, CBS Vice President, assisted by John K. Churchill, CBS Director of Research. The NBC method was presented by Kenneth Greene, NBC Assistant Research Manager, supported by Barry T. Rumple, NBC Research Manager. Both of the presentations emphasized methods employed and results produced to give a clear understanding of the nature of the information developed under each system.

(Continued on page 110)

Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

STATION COVERAGE PRIME RESEARCH OBJECTIVE

(Continued from page 109)

Following the discussion of coverage method the combined meeting reviewed the recommendation of January 24 of the special NAB Audience Measurement Bureau Committee to the NAB Board of Directors. The possibility of reviving the Broadcast Advertising Record which was discontinued in March 1942 was discussed.

On Wednesday (5), the Research Committee met under the chairmanship of Mr. Hugh Feltis, recently appointed to that position in place of Harold Ryan, NAB president-elect. The following were present:

J. Harold Ryan, NAB President; John K. Churchill, CBS, New York; Kenneth Greene, NBC, New York; Roger W. Clipp, WFIL, Philadelphia, Pa.; Edward F. Evans, WJZ, New York City; G. Bennett Larson, WWDC, Washington, D. C.; Barry Rumple, NBC, New York; Frank Stanton, CBS, New York; Jack Williams, WAYX, Waycross, Georgia; Paul F. Peter, Secretary, NAB, Washington, D. C.

John C. McCormack, KTBS-KWKH, Shreveport, Louisiana, was unable to attend.

After further discussion of the standard coverage project the Committee decided to appoint a Technical Subcommittee to examine all information on coverage methods available from stations, networks, research organizations, station representatives, advertising agencies, and advertisers, and report to the Research Committee a recommended method with authenticating data and definitions of methods involved. This report as approved by the full Research Committee is to be presented to a joint meeting of the Research Committee, the NAB Sales Managers Executive Committee, and a Sub-committee of the NAB Board to be appointed by Mr. Ryan. The Technical Subcommittee of the Research Committee appointed by Mr. Feltis is as follows:

Roger W. Clipp, Chairman, WFIL, Philadelphia, Pa.; Edward F. Evans, WJZ, New York City; Frank Stanton, CBS, New York; Barry Rumple, NBC, New York; John Churchill, CBS, New York; Kenneth Greene, NBC, New York; Paul F. Peter, Secretary, NAB, Washington, D. C.

Mr. Clipp was given authority to add any other research people to his Sub-committee which he felt desirable.

Mr. Ryan appointed the following to the Board's Subcommittee:

Hugh A. L. Halff, WOAI, San Antonio, Texas; Harry R. Spence, KXRO, Aberdeen, Washington; Barney Levin, WDAY, Fargo, North Dakota; Frank King, WMBR, Jacksonville, Florida.

PROGRAM LOG INFORMATION WANTED

NAB has received a request as to how many stations require complete or partial program logs kept by technicians at the transmitter. Your cooperation is invited in order that we may answer this question.

INQUIRY ON POWER RATES

NAB has received from one of its member stations an unusual request. This station tells us that the power company serving their transmitter insists that the electrical current consumed for power lighting be measured on the building light meter rather than on the power meter which is installed for measuring the power consumed by the transmitter. A considerable amount of current is consumed for power lighting and it would be quite advantageous to have it charged at power rates rather than at lighting rates, the power rate, of course, being lower.

The station would like to know if any other station has encountered this same situation. NAB would appreciate advice from any part of the country on the matter.

NAB TECHNICIAN POOL

Several days ago the following letter was received from the chief engineer of a station in one of our large southern cities:

"Will you supply me names of operators listed in the NAB pool, which I could contact in an attempt to employ them.

"We have previously succeeded in employing three men through this source."

At the present time nearly 600 applicants for technical positions are on file in the NAB Technical Pool. Many are presently employed in some capacity outside the broadcast industry. Therefore, it is generally necessary to contact a considerable number of the applicants in order to fill an existing vacancy. However, the above letter, typical of many received from broadcasters, indicates the Pool has accomplished much toward alleviating the shortage of technicians. Have you used this NAB service yet?

FIXED CONDENSERS AVAILABLE

Broadcasters unable to obtain replacement mica transmitting condensers from their usual sources of supply are invited to address inquiries to the NAB Engineering Department. Please describe fully the condensers needed and the quantity of each type desired. A detailed inventory is available at NAB of a considerable stock which can be delivered if the usual replacement priorities are extended.

INDUSTRIAL SOUND EQUIPMENT

Forms to be used by persons seeking to obtain industrial sound equipment for war production plants have been listed by the Radio and Radar Division, the War Production Board has announced. Such equipment includes both public address and inter-communication systems. They are used for paging personnel in factories, for transmitting information and emergency warnings, as well as for music during periods of the working day. Detailed information concerning procedure and forms may be obtained from the NAB Engineering Department.

"VICTORY F.O.B."—WJR BROCHURE

The brochure containing talks that had been given by guest speakers on "Victory F.O.B." has just been distributed by WJR, Detroit, the originating station. The program is fed to 110 CBS stations every Saturday afternoon from 3:00 to 3:30 p. m. EWT.

A foreword by G. A. Richards, station president, titled, "The American Way," explains that the program and the talks are inspired by a patriotic endeavor to preserve our American way of life.

". . . Let us not become so accustomed to the exigencies of war that when the emergency has ended and we again enjoy the fruits of peace we will, unwittingly, forego forever the rights and liberties for which our forefathers fought and which are made sacred by our Constitution", the foreword reads in part.

The greater portion of the program is musical, featuring a 35 piece little symphony orchestra and a 16 voice mixed chorus.

The current distinguished American guest speaker prepares his own manuscript, expressing his personal views on a subject of national importance. He broadcasts from a CBS station in the town where he happens to be on the day of the broadcast.

Eric A. Johnston, president, U. S. Chamber of Commerce, was guest speaker on January 8, 1944; Alexander G. Ruthven, president, University of Michigan, January 15; Merle Thorpe, editor-publisher, *Nation's Business*, Jan. 22; Warren H. Atherton, national commander, American Legion, Jan. 29; Frederick C. Crawford, president, Thompson Products, Feb. 4; Beardsley Ruml, treasurer, R. H. Macy Co., Feb. 12; and Howard W. Jackson, president, Riall Jackson Co., Feb. 19.

WBZ WARCASTS INCREASE PRODUCTION, RAISE MORALE

More than 100,000 war workers in metropolitan Boston are provided with a very special type of news program 25 times daily as a result of a unique network set up by WBZ at the suggestion of the United States Navy's Industrial Incentive Division. This distinctive network consists of a web of leased lines between the Westinghouse radio station studios in the Hotel Bradford and suburban war plants employed on Naval contracts as well as the thousands of workers in the two Boston Navy Yards.

This service came about when Washington officials made a survey of the local Navy Yards and sought methods of spreading production and lowering absenteeism. The Boston District Naval Incentive Officer suggested special five-minute war news digests, coupled with an incentive message especially written for workers, be placed on the Navy Yards' public address system twice daily.

WBZ was asked to aid in the development of the plan. Hence, the WBZ newsroom started preparing Warcasts which are sent daily and Sundays over leased lines to the Navy Yards. Government officials noted an improvement in production as well as in the workers' morale. Labor leaders and Washington authorities praised the plan, and Under Secretary Forrestal issued a directive late in August, 1943, asking that Navy Shore Installations and war plants in other parts of the country adopt a similar technique.

The special Navy Yard Warcasts have continued without interruption since that time. On Christmas Eve, a second service, known as the Boston Naval Warcast Network, was instituted at the WBZ studios. The WBZ Navy Warcast Network "pipes" five-minute war news digests into ten Greater Boston industrial plants at intervals over an eighteen hour period daily. The only expense to the plants is the cost of telephone leased lines between the WBZ studios and the factories.

The Naval Warcast Network has been expanded to other cities from coast to coast since its inception in Boston.

WOW BEGINS 22ND YEAR

WOW, Omaha, observed its 21st birthday, without fanfare, on April 2 and it is now well started on "its 22nd year of usefulness."

Featured on the front page of the April "WOW News Tower," station's monthly magazine, are photos of four radio men who have participated in the growth and success of the station.

That of Johnny Gillin, Jr., WOW president, shows him as a turbaned and barefoot sheik, in a prep school play. Harry Burke, WOW assistant manager, is pictured as a student in a Worcester, Mass., prep school.

The old time photo of Bill Wiseman, then a freshman at "Old Mizzou", reveals a fine crop of hair. Lyle De Moss is shown in a "gown", without cap, right hand clutching a bouquet. At the time he was studying voice at a theological school.

WLS HAS 20TH BIRTHDAY

On April 12, 1924, WLS started operations, 500 watts on 870. Because of the war there was no formal observance of the anniversary last Wednesday. Eight staff members are twenty-year veterans. The station was purchased by its present owner, Burridge D. Butler, in 1928.

COLUMBIA GETS DPC LOAN

Secretary of Commerce, Jesse Jones, has announced that the Defense Plant Corporation, RFC subsidiary, has authorized the execution of a contract with the Columbia Broadcasting System, Inc., to provide facilities at Delano, Cal., at a cost of approximately $450,000. Columbia will operate these facilities, title remaining in the Defense Plant Corporation.

JAN. & FEB. ANALYSIS OF STATION WAR EFFORT BROADCASTS

Individual station originations in support of the war effort during January and February 1944 continued aggressive, hard-hitting and resultful.

During these two months broadcasting established a new high back of a war loan, the 4th War Loan, yet found time to handle an extended list of subjects having to do with the prosecution of the war.

The figures presented below were produced by the NAB Research Department. They are based exclusively on the monthly reports of individual stations to NAB and are minimum rather than maximum.

	Type & Length	*January Number*	*February Number*
OWI—Washington:	55-60 Sec.	....	....
4th War Loan	L or ET	48,890	36,220
Woman Power	L or ET	5,640	10,330
Wave Recruiting	L or ET	5,690	8,490
Join the Wacs	L or ET	....	7,500
Cadet Nurse Corps	L or ET	8,980	....
Red Cross Fund Drive	L or ET	....	6,370
Waste Paper Salvage	L or ET	4,840	....
V-Mail	L or ET	....	6,830
Paper Conservation	L or ET	4,920	8,510
Fight Inflation	L or ET	10,430	....
Hold Prices Down	L or ET	....	7,210
Wartime Nutrition	L or ET	10,070	....
Save Critical Resources	L or ET	4,440	....
Save Fats and Greases	L or ET	....	7,790
Car Sharing	L or ET	1,710	4,420
Conserve Gasoline	L or ET	4,450	....
Conserve Fuel	L or ET	....	6,070
		110,060	103,670
Performance on above items but not itemized		22,500	25,780
		132,560	129,450
Treasury Department:			
Treasury Song Parade	3-Min. ET	21,150	12,420
Treasury Star Parade	15-Min. ET	13,120	10,160
Announcements		180	80

	Type & Length	*January Number*	*February Number*
War Bonds:	Spots	15,010	10,260
	2-Min.	390	420
	3-Min.	....	150
	5-Min.	910	360
	10-Min.	130	30
	15-Min.	1,660	680
	30-Min.	840	290
	45-Min.	420	10
	60-Min.	80	....
	2 Hours	20	10
	2½ Hours	20	....
	3½ Hours	....	10
	3 Hours	....	10
	13 Hours	10	....
Special 4th War Bond Promotion:			
A. Treasury Song for Today	5-Min. ET	14,760	21,250
B. Treasury Salute	15-Min. ET	8,000	14,640
C. Live Announcements	Live Spots	79,160	114,940
Other	2-Min.	830	....
	3-Min.	30	40
	5-Min.	210	980
	10-Min.	60	170
	15-Min.	1,080	2,480
	25-Min.	....	330
	30-Min.	390	500
	45-Min.	....	10
	60-Min.	10	....
	75-Min.	....	10
	2 Hours	....	10
	5 Hours	....	10
	10 Hours	....	10
	12 Hours	....	10
	No Length	....	950
(Other 4th War Loan listed under OWI—Washington.)			
Subjects in Woman's Radio War Programs:			
Black Markets (Gas)		....	1,070
Black Markets	5-Min.	....	50
File Early Income Tax		....	1,850
Use V-Mail		....	1,190
Waste Paper		....	2,320
Waste Paper	5-Min.	....	50
Coordinator of International Affairs:	5-Min.	280	100
	15-Min.	350	290
	45-Min.	50	40
Pick-Ups from Camps:			
	5-Min.	810	840
	10-Min.	20	....
	15-Min.	610	440
	20-Min.	80	....
	25-Min.	150	80
	30-Min.	1,310	1,380
	45-Min.	10	....
	60-Min.	20	40
	90-Min.	....	10
	No Length	50	....
	10 Hours	....	10
	12½ Hours	10	....
Voice of the Army:			
	15-Min. ET	2,240	2,240
	30-Min.	60	....
	Spots	30	....
Army: (Includes Air and WACS)	Spots	5,410	6,140
	5-Min.	10	130
	10-Min.	240	....
	15-Min.	220	1,430
	20-Min.	10	....
	30-Min.	30	320
Navy: (Includes Air and WAVES)	Spots	5,990	5,380
	5-Min.	40	130
	10-Min.	....	20
	15-Min.	780	400
	25-Min.	....	10
	30-Min.	10	50

	Type & Length	*January Number*	*February Number*
Marines: (Includes Women)	Spots	2,230	1,160
	5-Min.	60	10
	10-Min.	40	....
	15-Min.	200	110
	30-Min.	10	....
	3 Hours 20-Min.	....	10
Coast Guard: (Includes SPARS)	Spots	1,780	720
	10-Min.	10	....
	15-Min.	50	....
Miscellaneous of Above	Spots	320	....
War Shipping: (Merchant Marines)	Spots	1,910	320
Dept. of Agriculture: (Farm Security, War Food, etc.)	Spots	1,840	4,000
	5-Min.	....	240
	10-Min.	....	210
	15-Min.	810	680
	60-Min.	310	....
	No Length	....	140
	29 Hours	....	10
Child Care:	Spots	70	20
Civic and Fraternal:	Spots	470	350
	10-Min.	....	10
	15-Min.	50	60
Education:	15-Min.	130	10
	No Length	....	30
Forest Service:	Spots	390	....
Health:	Spots	230	1,140
	15-Min.	10	290
	90-Min.	....	10
Housing:	Spots	360	....
Miscellaneous:	Spots	12,240	14,940
	3-Min.	80	....
	5-Min.	430	460
	10-Min.	410	220
	15-Min.	3,560	1,940
	25-Min.	....	30
	30-Min.	180	60
	90-Min.	....	10
Nurses:	Spots	730	250
	5-Min.	20	20
O. C. D.:	Spots	300	1,180
	5-Min.	70	....
	10-Min.	....	90
	15-Min.	770	750
	20-Min.	....	10
ODT:	Spots	1,570	710
OPA:	Spots	9,850	5,380
	5-Min.	200	200
	10-Min.	120	....
	15-Min.	220	740
	30-Min.	10	....
	60-Min.	....	10
Paralysis:	Spots	5,980	180
	5-Min.	990	10
	10-Min.	90	20
	15-Min.	420	90
	60-Min.	10	....
Post Office:	Spots	460	250
	15-Min.	....	50
Red Cross:	Spots	8,020	8,290
	5-Min.	60	80
	10-Min.	40	100
	15-Min.	1,130	1,350

	Type & Length	January Number	February Number
Red Cross	25-Min.	40	....
	30-Min.	40	410
	45-Min.	....	50
Safety:	Spots	1,090	1,180
	5-Min.	220	....
	10-Min.	50	40
	15-Min.	180	220
Secret Service:	Spots	340	940
	10-Min.	10	....
	15-Min.	20	....
Social Security:	15-Min.	40	370
Taxes:	Spots	150	2,370
	5-Min.	....	30
	15-Min.	60	130
	30-Min.	....	10
USO and Service for Soldiers	Spots	910	1,440
	5-Min.	10	....
	10-Min.	90	150
	15-Min.	400	270
	30-Min.	20	10
War Department:	Spots	140	....
War Manpower Commission, Civil Service, Dept. of Labor:	Spots	6,780	8,340
	5-Min.	250	290
	10-Min.	....	40
	15-Min.	250	330
WPB:	Spots	1,080	670
	15-Min.	260	270

Resume of Programs and Announcements, January and February 1944

Type and Length	*January Number*	*February Number*
Announcements	297,580	326,510
2-Min.	1,220	420
3-Min.	21,260	12,610
5-Min.	19,330	25,230
10-Min.	1,310	1,100
15-Min.	36,620	40,420
20-Min.	90	10
25-Min.	190	450
30-Min.	2,900	3,030
45-Min.	480	110
60-Min.	420	50
75-Min.	....	10
90-Min.	....	30
2 Hours	20	20
2½ Hours	20	....
3 Hours	....	10
3 Hours 20 Min.	....	10
3½ Hours	....	10
5 Hours	....	10
10 Hours	....	20
12 Hours	....	10
12½ Hours	10	....
13 Hours	10	....
29 Hours	....	10
No Length	50	1,120

918 STATIONS

During the month of February, 1 station was deleted by the FCC and 4 new construction permits were issued. During March, the Commission issued 1 new construction permit. There follows a comparative table of the number of stations by months:

	1943:									1944:			
	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1
Operating	911	911	911	911	911	911	911	911	910	910	910	909	909
Construction	2	2	1	1	2	2	2	2	2	2	4	8	9
	913	913	912	912	913	913	913	913	912	912	914	917	918

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 17.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

KSUB—Southern Utah Broadcasting Co., Cedar City, Utah.—Granted construction permit in accordance with Public Notice of January 26, 1944, to make changes in equipment and increase power from 100 to 250 watts (B5-P-3477).

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Granted petition for reinstatement of application (B2-P-3124) for construction permit to make changes in equipment and increase power from 100 to 250 watts, subject to the condition that a construction permit will not be issued until the company has satisfied the Commission with respect to the following within 90 days of notice of conditional grant, in accordance with policy announced January 26, 1944; (1) By evidence in writing from the WPB that any authorization of that Board necessary to carry the construction to completion has been obtained or that none is required; (2) that Foulkrod Radio Engineering Co. is in a position to complete all construction necessary to the proposed operation within a reasonable period, and (3) acceptance of grant upon these conditions has been submitted in writing within 20 days of date of notice of grant.

WDAK—J. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted construction permit to move transmitter from 1028½ Broadway, Columbus, Ga., to 75 miles south of Girard on the "Brick Yard Road", Phoenix City, Ala., and install new antenna (B3-P-3589).

WJMC—Walter H. McGenty (Assignor), Walter C. Bridges (Assignee), Rice Lake, Wis.—Granted consent to voluntary assignment of license of station WJMC from Walter H. McGenty to Walter C. Bridges, for a total consideration of $17,500 (B4-AL-396).

WOW—Radio Station WOW, Inc., Omaha, Neb.—Adopted Order denying petition for hearing, rehearing, or other relief directed against the action of the Commission February 29, 1944, granting the application of Inland Broadcasting Co. (KBON), Omaha, Neb., for renewal of license and denying petition of WOW for relief under Sec. 312 (b) of the Communications Act.

KOMA—KOMA, Inc., Oklahoma City, Okla.—Adopted Order amending hearing notice in the matter of application for construction permit (Docket 5948), by addition of supplemental issues.

MISCELLANEOUS

WABG—Memphis Publishing Co., area of Memphis, Tenn.—Granted construction permit to make changes in tranmitter and increase power in relay broadcast station to 100 watts (B3-PRY-295).

In accordance with Commission policy adopted February 23, 1943, the following applications for FM broadcast stations were placed in the pending file:

FM Development Foundation, Olney, Md.; The Hampden-Hampshire Corp., Holyoke, Mass.; Havens & Martin, Inc., Richmond, Va.; Illinois Broadcasting Corp., Quincy, Ill.; Montgomery Broadcasting Co., Inc., Montgomery, Ala.; Onondaga Radio Broadcasting Corp., Syracuse, N. Y.; Sharon Herald Broadcasting Co., Sharon, Pa.; Westinghouse Radio Stations, Inc., Boston, Philadelphia, and Pittsburgh; The WFMJ Broadcasting Co., Youngstown, Ohio; WGN, Inc., Chicago.

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—The Commission on its own motion continued the hearing scheduled for April 12 to May 12, 1944, on application for renewal of license.

Meadville Tribune Broadcasting Co., Meadville, Pa.—Denied petition for reinstatement of application for construction permit (B2-P-3366) for new station to use **1340 kc.**, 250 watts, S.H. (all hours not used by WSAJ), without prejudice to consideration of a further petition with facts and data as required under procedures established in Commission's statements of policy issued August 11, 1943, and January 26, 1944.

APPLICATIONS FILED AT FCC

570 Kilocycles

KMTR—KMTR Radio Corp., Los Angeles, Calif.—Relinquishment of control of licensee corporation by Reed E. Callister through transfer of 337½ shares common stock to Gloria Dalton—Court Order also includes transfer of 162½ shares Common Stock by K. L. Banning.

960 Kilocycles

WELI—City Broadcasting Corp., New Haven, Conn.—Transfer of control of licensee corporation from Arde Bulova, Harold A. LaFount, Herman Stutz and F. V. Goldstein to Harry C. Wilder (22.8%), Central New York Broadcasting Corp. (38.6%) and Troy Broadcasting Co., Inc. (38.6%).

1010 Kilocycles

KLRA—Arkansas Broadcasting Co., Little Rock, Ark.—Transfer of control of licensee corporation from A. L. Chilton to Gazette Publishing Co. (2400 shares of common stock).

1230 Kilocycles

KGHI—Arkansas Broadcasting Co., Little Rock, Ark.—Voluntary assignment of license to A. L. Chilton and Leonore H. Chilton, a partnership, d/b as KGHI Broadcasting Service.

WCOL—WCOL, Inc., Columbus, Ohio.—Transfer of control of licensee corporation from Kenneth B. Johnston to Lloyd A. Pixley and Martha P. Pixley, jointly, and Milton A. Pixley and Grace M. Pixley, jointly (250 shares—all the common stock).

1240 Kilocycles

WRAL—Capitol Broadcasting Co., Inc., Raleigh, N. Car.—Special service authorization to operate on **850 kc.**, 250 watts power and unlimited hours of operation.

1300 Kilocycles

KGLO—Mason City Globe-Gazette Co., Mason City, Iowa.—Modification of license to change corporate name to Lee Radio, Incorporated.

1400 Kilocycles

NEW—Louisiana Communications, Inc., Baton Rouge, La.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, 250 watts power and unlimited hours of operation. Amended: re change in type of transmitter.

1450 Kilocycles

KWAL—Silver Broadcasting Co., Wallace, Idaho.—Transfer of control of licensee corporation from Clarence Berger to J. R. Binyon (500 shares of stock).

WROX—Robin Weaver, Sr., Clarksdale, Miss.—Modification of construction permit (B3-P-3557) for changes in transmitting equipment and approval of transmitter and studio locations.

FM APPLICATIONS

NEW—American Broadcasting Corp., Knoxville, Tenn.—Construction permit for a new high frequency (FM) Broadcast station to be operated on **45100 kc.** with coverage of 3,230 square miles.

NEW—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.**

NEW—The Peninsula Broadcasting Co., Salisbury, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.** with coverage of 6,000 square miles.

NEW—KFEQ, Inc., St. Joseph, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46900 kc.**

NEW—The Brockway Company, Watertown, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47300 kc.** with coverage of 4,145 square miles.

MISCELLANEOUS APPLICATIONS

KFGY—Blue Network Co., Inc., area of San Francisco, Calif.—Modification of license to change equipment and reduce power from 100 watts to 75 watts to conform with licensed equipment of station KNBC.

WCBN—Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.—Modification of construction permit (B1-PIB-44) for extension of completion date from 5-7-44 to 11-7-44.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why cease and desist orders should not be issued against it.

Oppenheimer Casing Co., Inc., and a trade association and an advertising agency, all of Chicago, are charged in a complaint with cooperating in the dissemination of false advertisements to induce the sale of natural casings used as containers for meat products such as frankfurters, weiners and sausages. The Oppenheimer company manufactures natural casings from the intestines of animals and is in competition with firms which sell casings made of cellulose. (5148)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist order last week:

Gulf Oil Corp.—An order has been issued directing Gulf Oil Corp., Gulf Building, Pittsburgh, to cease and desist from representing that the insecticide it sells under the name Gulf Livestock Spray affords livestock complete protection from insects. (4581)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Haldeman-Julius Publications, Girard, Kans., has stipulated that he will cease and desist from certain misrepresentations in connection with the sale of a 12-volume set of Little Blue Books, which he publishes and advertises as "An Encyclopedia of Knowledge." (03204)

Murray's Superior Products Co., 3610 Cottage Grove Ave., Chicago, engaged in the sale of Murray's Skin Bleach, stipulated that in advertising the preparation they will cease representing that it whitens normally dark skin, aids in the removal of blotches or pimples, or clears up the skin. (03205)

Nature's Herb Co., 1260 Market St., San Francisco, engaged in the sale of a laxative designated Plantlax, entered into a stipulation to cease and desist from disseminating any advertisement which fails to reveal that the product should not be used when abdominal pain, nausea. or other symptoms of appendicitis are present; provided, however, that such advertisement need only contain the statement, "CAUTION: Use only as directed," if the directions for use on the label or in the labeling contain a warning to the same effect. (03206)

FTC CASE DISMISSED

The Federal Trade Commission has ordered that its complaint against Thomas Leeming & Company, Inc., 101 West 131st St., New York, be dismissed.

The complaint charged that the respondent disseminated, by means of newspapers, circulars and radio broadcasts, false and deceptive representations concerning the therapeutic properties of its medicinal preparation designated "Baume Ben-Gay," which it recommends for external application in the treatment of various painful conditions of the body.

National Association of Broadcasters

1760 N STREET, N. W. ★ ★ ★ ★ ★ ★ ★ WASHINGTON 6, D. C.

No. 17 **SPECIAL INFORMATION BULLETIN** April 21, 1944

NO MORE "DISCLAIMERS"

The following letters were received by Willard D. Egolf, NAB Assistant to the President, dated April 15, 1944, abolishing as of that date the necessity for "disclaimers" on commercial programs presenting members of the armed forces or commercial broadcasts emanating from camps, posts or stations.

Your special attention is directed to the wording of these communications, for proper guidance.

(Navy Department)

"Reference is made to your letter of January 31, 1944.

"Effective this date it is no longer necessary to use a disclaimer clause when (1) a commercial program originates from a Naval, Marine Corps or Coast Guard establishment and (2) when personnel of the Navy, Marine Corps or Coast Guard are participants in a commercial program provided no endorsement of the product advertised is inferred and that in the case of participation of personnel no commercial announcement is used immediately preceding or immediately following such appearances.

"A musical curtain, bridge or any other form of definite break will be adequate separation between Naval personnel and commercial announcements.

Sincerely,

J. Harrison Hartley
Lieutenant Commander, USNR
Officer-in-Charge, Radio Section"

(War Department)

"War Department is happy to be able to advise you that, effective immediately the disclaimer which it has required be used on broadcasts emanating from Army installations, is no longer necessary.

"Will you take the necessary steps to advise your committee to that effect?

Sincerely yours,

Jack W. Harris, Major, A.U.S.
Acting Chief, Radio Branch"

Reports
NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 16, April 21, 1944

Ryan Expresses Faith in Broadcasting's Future

"We have plenty of evidence in the world today that men must stand together if they intend to preserve the rights to which free men are born. But in standing together, they must recognize and respect and carry with courage the obligations incumbent upon those who would enjoy the privileges of democratic living.

I enter the presidency of the National Association of Broadcasters convinced of this, that the broadcasting industry has many obligations which must be met. It is obligated to the Government, which is to say that it is obligated to the people who ARE the Government. To the people of the United States broadcasters owe good and clean programming in entertainment, honest reporting of the news and fair interpretation of it, conscientious support of worthy community projects, true reflection of matters political and social; in short, to the people the broadcasters owe GOOD RADIO.

I see the National Association of Broadcasters as an instrument which can be used in helping to pay that debt. I see it, too, as a defender of the American system of broadcasting as the RIGHT system of broadcasting. To my mind it has always been the right system and the only one consistent with our national aims as a democracy.

If you want to know what I believe, I believe that the Association should continue vigorously its program for obtaining new legislation which is patterned to meet the requirements of an industry that has proven itself worthy; I believe the Association should direct its influence toward technical improvements, for in that direction lies greater service to the people; I believe it should devote itself to removing whatever scar-tissue remains from earlier days, when broadcasting's objectives had not come into clear focus.

I believe radio is here to stay and I have an overpowering presentiment that the Federal Communications Commission is also. Both have a common objective and should be able to attain it by understanding cooperation.

Beyond this, I hope that the Association will devote itself to sponsoring sounder management among radio stations, that all may prosper according to their desserts. Such management, it seems to me, should treat with equal emphasis the problems of programming as well as the problems of the commercial departments. Broadcasting's duty to its sponsors is clearcut—to enable them, through its medium, to speak honestly and sincerely of their products to the public. This concept is as historically American as the pioneer trading-post, which patterned it.

I have utter faith in America's broadcasters. I know many of them personally and I hope to meet more of them. They subscribe to the sentiments I have stated here, I believe, and they will meet any test to which they are put by those they serve."

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

HAROLD RYAN NOW ACTIVE AS NAB PRESIDENT

(As released by NAB News Bureau)

Washington, D. C., April 17, 1944: At his first official meeting with the staff of the National Association of Broadcasters, Monday, Harold Ryan, President, urged the headquarters personnel to give to the NAB membership the best of services in their power and present capacities in the many important problems confronting broadcasting. The meeting was marked by a brief discussion of staff functions which are scheduled for review by the NAB Board of Directors in Washington, May 8-10.

NAB executive personnel is as follows:

C. E. Arney, Jr., Secretary-Treasurer;
Willard D. Egolf, Assistant to the President;
Lewis H. Avery, Director of the Department of Broadcast Advertising;
Robert Bartley, War Activities Director;
Paul F. Peter, Director of Research;
Howard Frazier, Director of Engineering;
Arthur Stringer, Director of Promotion and Circulation;
Dorothy Lewis, Coordinator of Listener Activity, New York City.

All are serving now in virtually full time war capacities.

WILLIAM GREEN, AFL PREXY, SAYS WJJD STRIKE UNAUTHORIZED

In response to an NAB telephone query to Philadelphia Thursday, William Green, President of the American Federation of Labor, stated that he was attempting to reach James C. Petrillo by telephone to advise him that the WJJD strike was unauthorized and the strikers should be ordered back to work. Green said that he was continuing his efforts to reach Petrillo and advise him that the strike was in violation of labor's "no strike" pledge.

Situation may be summed up by quoting in full a telegram sent by Ralph L. Atlass, President of WJJD, to Petrillo on April 13, followed by a statement issued by Atlass on April 14. Statements were not forthcoming from the AFM Chicago office or Petrillo.

(Atlass telegram to Petrillo on April 13):

"In accordance with your testimony before the Senate subcommittee that any broadcaster has the right to appeal to you for the unjust demands of any local, we are availing ourselves of this privilege. Your local in Chicago has made unjustified and unpatriotic demands upon us to have twice the number of employees to accomplish the same work which is now being done by musicians actually working less than 20 hours per week. This is not justified from a patriotic point of view because of the critical shortage of labor, particularly in the Chicago area.

"This is impossible from an economic point of view. There is no dispute about wages or working conditions. Although our contract expired Feb. 15, no demands were made upon us until March 31. Without notice to us and without taking a vote of the musicians working at this station, the musicians were directed not to report for work on April 14. No sincere effort was made to negotiate with us. We vainly tried to cooperate with your local at the first date they would set which was today, but all to no avail.

"Accordingly we are appealing to you. We tried to call you by long distance telephone today. We are advised by your counsel that you would not talk on long distance. We are appealing to you hoping that motivated by a patriotic spirit and sense of fairness you will discuss the matter with us and effect an agreement giving our musicians every right and wage they may reasonably expect and which will at the same time provide an economic and effective use of manpower."

(Atlass statement of April 14):

"On Tuesday, April 11, we were informed by one of our musicians that all musicians employed by our station were being directed by their union not to report for work after April 13. There had been no strike threat, or no strike vote by our musicians. There is now no dispute over pay or working conditions. Our men now receive a minimum of $75 per week per man. The union scale is $75 per week for a maximum five-hour five-day week. They now work, exclusive of turning records, an average of less than 7½ hours per week per man. The union is now demanding that we employ 20 men to do the same work that is now being done by 10. Chicago is a critical manpower area. We consider this demand an unpatriotic waste of manpower. It is economically impossible."

HAROLD RYAN ELECTED PRESIDENT OF BMI

Following the formality of election to the Board of Directors of Broadcast Music, Inc., in New York City Wednesday of this week, Harold Ryan, President of NAB, was elected President of BMI. In this move the BMI Board continued the policy of electing the NAB President to the presidency of the industry owned music licensing and publishing organization, the joint posts being formerly held by Neville Miller.

The BMI Board gave formal expression to the feeling of appreciation for the services of Neville Miller in organizing and directing BMI.

A change of by-laws which will increase the membership of the Board from seven to ten is being referred to the stockholders for approval by mail. Directors so added will be C. W. Myers, KOIN-KALE; Leonard Reinsch, WSB, WHIO, WIOD, and Robert D. Swezey, Secretary and Counsel, Blue Network.

Carl Haverlin's resignation from BMI was accepted in the form of a motion to present him with an appropriate gift in recognition of his services to the organization.

NO MORE "DISCLAIMERS"

The following letters were received by Willard D. Egolf, NAB Assistant to the President, dated April 15, 1944,

NAB BOARD MEETING, WASHINGTON, MAY 8-9-10

Harold Ryan, President, has called a meeting of the Board of Directors of the National Association of Broadcasters in Washington, D. C., for May 8-9-10.

abolishing as of that date the necessity for "disclaimers" on commercial programs presenting members of the armed forces or commercial broadcasts emanating from camps, posts or stations.

Your special attention is directed to the wording of these communications, for proper guidance.

(Navy Department)

"Reference is made to your letter of January 31, 1944.

"Effective this date it is no longer necessary to use a disclaimer clause when (1) a commercial program originates from a Naval, Marine Corps or Coast Guard establishment and (2) when personnel of the Navy, Marine Corps or Coast Guard are participants in a commercial program provided no endorsement of the product advertised is inferred and that in the case of participation of personnel no commercial announcement is used immediately preceding or immediately following such appearances.

"A musical curtain, bridge or any other form of definite break will be adequate separation between Naval personnel and commercial announcements.

Sincerely,
J. Harrison Hartley
Lieutenant Commander, USNR
Officer-in-Charge, Radio Station."

(War Department)

"War Department is happy to be able to advise you that, effective immediately the disclaimer which it has required be used on broadcasts emanating from Army Installations, is no longer necessary.

"Will you take the necessary steps to advise your committee to that effect?

Sincerely yours,
Jack W. Harris, Major, A.U.S.
Acting Chief, Radio Branch."

RTPB FM AND TELEVISION PANEL MEETINGS

Panel 5 on VHF Broadcasting (FM) met in Chicago on April 11. Panel Chairman C. M. Jansky, Jr., presided at the meeting. Resolutions were adopted requesting a minimum of 80 to 100 FM channels (40 channels are now designated for FM broadcasting), that the present 200 KC channel width be continued with 75 KC deviation, that the present FM position in the spectrum (42 to 50 megacycles) should not be changed, and that the Radio Technical Planning Board be requested to change the name of the Panel from VHF Broadcasting to FM Broadcasting. The Panel also decided to seek data from Dr. J. H. Dellinger, Radio Chief, National Bureau of Standards, concerning the effect in the present part of the spectrum of erratic interference when used for FM broadcasting systems. The formal resolutions were reported as follows:

(I) Type of Modulation: The Panel at its first meeting had referred to its "Committee on the State of the Art", composed of men having access to classified radio information, the question whether or not there have been any new undisclosed developments in the art which would offer advantages for VHF broadcasting superior to the system of frequency modulation now provided for in the present rules of the FCC governing Frequency Broadcasting. This committee reported to the Panel that there are no systems of modulation classified or otherwise which show any indication of being either as good as or better than the FM system now in use;

(II) Position of VHF Broadcast Band in the Spectrum: (Adopted subject to evidence from Dr. J. H. Dellinger, Radio Chief, National Bureau of Standards, concerning the effect in the present part of the spectrum of erratic interference when used for FM broadcasting systems.) The fact that the technical evidence has now shown by practical operating experience that FM can provide a satisfactory service in its present position in the frequency spectrum, and the fact that there is no technical evidence to indicate that certain erratic propagation characteristics of the presently assigned portion of the spectrum would be improved by any shift in the present allocation, or that there would be any other advantages accruing through the use of other locations of the spectrum, and the fact that there is already a substantial public investment in FM equipment and a highly organized public service already being rendered by existing FM stations in this position of the spectrum;

Be it hereby resolved that it is the consensus of this Committee that present position of FM Broadcasting in the spectrum should not be changed;

(III) (Approved by an 18 to 6 vote). Width of Channel: It was the general thought of the Panel that they saw no reason to discuss changing the present FM channel width of 200 kc and that there was no need at this time for reconsideration;

(IV) (Approved by a 23 to 1 vote). Number of Channels Required for an Adequate VHF Broadcast Structure: It is the consensus of the Committee that a minimum of 80 to 100 channels for commercial and non-commercial broadcasting stations is necessary for the development of an adequate nationwide FM Broadcast structure, and the Committee recommends that these 80 to 100 channels, comprising a band of 16 to 20 megacycles, be so assigned that they shall be continuous.

The additional channels requested would extend through the present television channel Number 1 and into a portion of the amateur frequencies in the range from 56 to 60 megacycles.

Panel 6 on Television is also requesting that portion of the spectrum between 50 and 56 megacycles for the number one television channel, as presently assigned. Under RTPB procedure the conflicting claims for those frequencies now within the Number One television channel will go to Panel 2 on Frequency Allocation for resolution.

Panel 6 on Television met in New York on April 14 for the purpose of receiving reports from the panel committees and drafting of technical recommendations for post war television for transmittal to the RTPB. The television meeting progressed rapidly as there was substantial unanimity of opinion on all standards and recommendations except those pertaining to the television aural channel. The panel voted 10 to 9 to refer the standards on aural transmission back to the committee for further study. The committee had recommended 40 kc deviation FM television sound channels. In returning these standards to the committee, the committee may decide to reopen the entire question of AM versus FM television sound. This has been one of the most controversial issues before the panel and several members have expressed doubt as to the feasibility of using FM aural channels in the higher frequencies proposed for post war television development. The standards adopted for television (other than aural channel) follow very closely the present standards which originated in the National Television System Committee in 1941. The present system of 525 scanning lines per frame, interlaced 2 to 1, with 30 frames per second and a field frequency of 60 per second was reaffirmed. The recommended frequency allocation for television is as follows:

"1. For commercial television broadcasting the ideal allocation is a continuous spectrum starting at about 40 megacycles and extending upward in frequency to give 30 six megacycle channels.
2. Adjacent channels should not be assigned to the same area but rather the present plan of alternate channel allocations for the same area should be continued.
3. Recognizing the needs of other services and in an effort to provide a reasonable compromise, the allocation plan proposes 26 television channels of which 3 are intended for low power locals and 23 are for high power regional stations. If adopted this plan will accomplish the following:
   (a) require a minimum shifting of existing services.
   (b) provide a reasonable approximation to the ideal requirement of 30 continuous channels.
   (c) provide the ideal service, if during the next few years the services now interspersed be-

> tween the proposed television channels can be moved to other frequencies.”

The first television channel under the adopted proposal begins at 50 megacycles and the twenty-sixth channel ends at 246 megacycles. With regard to future television development, including color, the panel recommended:

> “Provision should be made at this time for higher frequency channels in which experimentation and development may be conducted looking toward an improved service which may include color, higher definition and any other improvements which may occur. It is recommended that these channels be twenty megacycles wide, but that no other standards be established for them at this time. It is further recommended that these channels be assigned on the basis that they will subsequently be utilized for commercial broadcasting of the improved television service at such time as standards may be adopted.”

In addition, the panel had before it the question of theater television. It was the consensus of the panel that in the absence of field experience, no standards should be established for theater television service at this time. However, it was recommended that experimental theater television transmissions be authorized. David B. Smith, Chairman of Panel 6, of the Philco Corporation, presided at the meeting.

The FM and Television Panels have moved forward much faster than the other eleven panels within RTPB. Fortunately the work of these panels has been largely that of reviewing existing standards. Every effort is being made by all concerned to make possible early official adoption of FM and television standards by the Radio Technical Planning Board, in order that manufacturers can proceed with the design of post war equipment for these services.

BROADCAST ADVERTISING

RETAIL PROMOTION PLAN CONTINUES TO RECEIVE RADIO-RETAILER ACCLAIM

Now available for local presentation, the Retail Promotion Plan, “Air Force and the Retailer,” continues to receive the acclaim of both retailers and radio station executives in widely scattered showings. The first presentation using radio station personnel was made in Missoula, Montana, on Thursday, March 2, by KGVO. In commenting on the presentation, Socs Vratis, Sales Manager of KGVO, wrote:

> “KGVO presented “Air Force and the Retailer” to 125 local merchants on Thursday, March 2. The response and requests for booklets was overwhelming when you consider that the population of this community is just 21,000. The showing was so successful in fact that numerous people have asked that we again show the last two pictures, namely: “America Takes to the Air” and “Why Radio Works.”

On Wednesday, April 12, it was presented in Dubuque Iowa, by Radio Station KDTH. Following the presentation, K. S. Gordon of KDTH wrote:

> “We held our meeting last night and Harry Burke (of WOW-Omaha) did a marvelous job. We had one hundred thirty show up out of one hundred forty-three reservations. . . .”

The following day, Thursday, April 13, Burke again presented the Plan in Clinton, Iowa, under the auspices of Radio Station KROS. Here, too, the response was excellent, according to Morgan Sexton of KROS, who wrote:

> “Our showing of “Air Force and the Retailers” was a tremendous success. We entertained one-hundred-seventy-five guests at dinner at the Lafayette Hotel. As Master of Ceremonies, Harry Burke did an outstanding job and everyone was generous in their praise of the presentation.”

Additional showings are booked in Hagerstown, Maryland, on Wednesday, April 19, and in Jamestown, New York, during the week of April 24.

Every Subscribing Station Can Have the Presentation

Slightly revised to make it easier for their own Masters of Ceremonies to present, the Retail Promotion Plan is available to all subscribing stations for local presentation. Complete and detailed instructions accompany the 16mm talking motion pictures, the self-contained easel charts and the MC’s manuscript. If “Air Force and the Retailer” has not been shown in your community, you can arrange for a showing at the slight cost of transporting the films and other material to your city.

The Sawdust Trail

About a month ago, Allen Miller Productions, 310 Bell Building, Toledo 2, Ohio, sent out a form letter offering the Turbo-Aire Gas Saver account on a per-inquiry basis. Many NAB member stations sent the letter to headquarters. In line with established policy, the Director of Broadcast Advertising wrote the producer, urging the use of radio on a standard, rate-card basis.

The reply from Mr. Miller contained so much good sense for radio stations, tempted to take per-inquiry business, that permission was obtained to reproduce portions of his letter:

> “Perhaps you would like to know that of the 650 stations solicited by form letter on this plan, less than 10 signed to run the announcements.
>
> “Some stations completely ignored the solicitation, while others took time out to reply, kidding us for the effort. The majority of stations replying wrote a courteous letter, stating that they did not accept per-inquiry business, but that they would be glad to run the spots under the ordinary rate-card schedule.
>
> “We, too, agree with your view that per-inquiry business should not be accepted by any station. The replies we have received have completely cured our client of any thought along these lines.
>
> “We are now arranging to place business with several of these stations on their regular spot rate.”

Congratulations to more than 640 out of 650 radio stations for good business judgment. And, for the less than 10 radio stations that did accept the per-inquiry deal, we can only paraphrase an Army marching song:

> “You’ll never get rich, no matter the itch, on a per-inquiry basis.”

LUDLAM SUCCEEDS COHEN AT OWI

George W. Healy, Jr., Director of the Domestic Branch of OWI, has announced the resignation of Philip H. Cohen as Chief of the Domestic Radio Bureau. When Cohen assumed the position in November 1943 after more than two years service with OWI, he did so with the understanding that he would serve for a term of six months. The new chief of the Domestic Radio Bureau will be George P. Ludlam for the past four months Deputy Chief in charge of the Bureau’s New York office. Mr. Ludlam came to the Radio Bureau in February of last year as Chief of the Bureau’s Special Assignment Division. He transferred the main work of the Division to New York in September and assumed the additional duties of Deputy Chief two months later.

The new chief came to OWI after 14 years in radio, including experience as a free lance writer and producer, as chief of his own program building agency and as a member of NBC’s Program Department. Jack Mullen, formerly Vice President of Benton and Bowles, who is now chief of the Radio Bureau's Editorial and Production Division, will for the present assume additional duties as Deputy Chief in charge of the New York office.

DATA RE 200 TO 500-WATT STATIONS

During the year 1943 there were 435 standard broadcast stations operating with power of 200 to 500 watts, 9 of which operated with reduced power at night. One of these stations was located in Alaska, one in Puerto Rico, two in Hawaii, two in the District of Columbia, and 429 were in 46 of the States. There are no stations operating with this power in the States of Rhode Island and Vermont. Included in the 435 stations are 4 non-commercial stations. Seventeen of these stations operate on regional frequencies and 418 on local frequencies, and may be grouped as follows:

Number of stations	Power	Time
4	500w	Unlimited
4	500w	Limited
6	500w	Part time
397	250w	Unlimited
1	250w	Limited
13	250w	Part time
9	100w-N-500w-D	Unlimited
1	200w	Part time
435		

Three hundred and fifty-eight of these stations have filed revenue reports for the year ended December 31, 1943, reporting "net time sales" amounting to $22,230,000, and the same stations reported $17,922,000 for the year 1942, an increase of $4,308,000 or 24%.

Fifty-six of the 358 stations showed a decrease in net time sales and the remaining 302 showed increases ranging from $58 to $85,182, and may be grouped as follows:

56 stations reporting decreases of $71 to $10,948
15 stations reporting increases of $58 to $1,000
69 stations reporting increases of $1,000 to $5,000
74 stations reporting increases of $5,000 to $10,000
93 stations reporting increases of $10,000 to $25,000
40 stations reporting increases of $25,000 to $50,000
11 stations reporting increases of $50,000 to $85,182

358 total stations

Two hundred and sixty of the 431 commercial stations serve as outlets for the four major networks as follows:

Blue	64 stations
Blue and Mutual	24 stations
Columbia	28 stations
Mutual	105 stations
National	35 stations
National and Mutual	4 stations
Total	260 stations

RADIO NEWS COMMITTEE WORK GETS FURTHER COOPERATION

The American Association of Schools and Departments of Journalism, which is the professional organization of Class A schools of journalism, has appointed two of its members to act with the NAB News Sub-Committee in the preparation of radio news courses for schools and colleges.

This news comes from Walt Dennis, WHN, former Chief of the NAB News Bureau and continuing as a member of the News Sub-Committee with Paul White, CBS, and Bill Brooks, NBC.

Members appointed by the AASDJ are Mitchell Charnley, Assistant Director, Department of Journalism, University of Minnesota, and Wilbur Schramm, Director of Journalism, State University of Iowa

Both men are members of the special committee already appointed by the National Association of State Universities to work with the NAB News Sub-Committee, so it makes for coherence of effort and maximum results and representation with a minimum of personnel, Dennis writes.

JACK HOPKINS, WJAX, JACKSONVILLE, CONTINUES AS PRESIDENT OF THE FLORIDA ASSOCIATION OF BROADCASTERS

Walter Tison, WFLA, Tampa, Public Relations Chairman for District 5, at the request of NAB, prepared the following release from the minutes of the March meeting of the Florida Association of Broadcasters:

> The Florida Association of Broadcasters in formal session at the Tampa Terrace Hotel in Tampa, on March 15th, re-elected all officers for another year:
>
> Jack Hopkins, President—WJAX, Jacksonville
> Jim LeGate, 1st Vice President—WIOD, Miami
> Col. George Johnston, 2nd Vice President—WDBO, Orlando
> Fred Mizer, Secretary-Treasurer—WQAM, Miami
> Spencer Mitchell, Director—WDAE, Tampa
> Bob Feagin, Director—WPDQ, Jacksonville
> Norman Brown, Director—WSUN, St. Petersburg
>
> The association went on record by adopting a resolution in which matters of copyrighted music will henceforth be a matter between the stations and the listening groups, and further that the Attorney General of Florida be notified that the Association will cease its pressure to carry out the provisions of the Florida statute, thereby following the general terms of the consent decree.
>
> The FAB went on record as commending both Columbia and NBC recording divisions for their stand in the Petrillo anti-recording dispute.

RAILROADS TEST RADIO TRAIN COMMUNICATION

The Denver and Rio Grande Western Railroad is conducting front-to-rear radio train communication tests. Recently a 70-car Diesel powered freight train pulled into Salt Lake City from Denver marking the first run with the experimental engine to caboose two way communication. Members of the train crew and officials of the railroad expressed themselves as highly pleased with the results obtained during the test run.

Several other railroads have recently announced the installation of experimental equipment for front-to-rear communication, train to train and train to dispatcher radiotelephone contact. Representatives of the Association of American Railroads are also active in the Radio Technical Planning Board. Those in close touch with recent developments in this field predict the widespread use of radio and electronic principles in post war railroad operation.

KXOK HAS NEW TYPE PUBLIC FORUM BROADCAST

A new and timely forum-type program, "WHERE ARE WE HEADED?", is being broadcast from KXOK, St. Louis, each Tuesday at 10:15 p. m., through the cooperation of the station and the Committee for Economic Development. Dr. William McClellan, former Dean of the Wharton School of the University of Pennsylvania, is chairman of the Committee, and serves in the same capacity during the broadcasts.

The series deals with post-war planning as it affects the lives of average citizens, and listeners are invited to send in their questions, which are discussed on the air by leading representatives of management and labor. Different analysts are invited for each program, and the program is expected to reveal a diversity of post-war thinking by the guest-analysts.

Guests on the first broadcast (April 18) were Charles Belknap, president of the Monsanto Chemical Company, and Joseph Clark, prominent St. Louis Labor leader.

ADVERTISING FEDERATION CALLS OFF ITS ANNUAL CONVENTION

Indefinite postponement of the annual meeting of the Advertising Federation of America scheduled in Chicago for June 4-7 was announced today by Joe M. Dawson, President.

"First consideration in all our affairs today goes to helping win the war," Dawson said. "It is necessary that all traveling be cut to an irreducible minimum so that the country's transportation facilities be free to carry more troops and war materials on their way to being shipped overseas for the fighting fronts.

"Our Board of Directors has voluntarily postponed our annual convention to cooperate with the Office of Defense Transportation in order that the travel facilities we would require may be made available to meet the war needs. This action will not affect our war advertising activities. We are urging all our affiliated Advertising Clubs throughout the United States to continue their efforts to promote advertising for war bonds, Red Cross and all other war-supporting activities."

RESULTS OF AWD GENERAL SURVEY OF WOMEN'S PROGRAMS

At the request of several station managers, a survey of the Association of Women Directors membership was made to determine what types of programs, hours of broadcasts, days of weeks, types of sponsors, guest policies, etc., are current among women broadcasters. 600 questionnaires were distributed. About 215 were returned, or about 34%. Not all questions were answered on every questionnaire, which accounts for an occasional difference in figures.

The questions and an analysis of the replies are listed.

1. What type of program do you carry?

Household and Cooking	91
Wartime	67
Interview	63
Educational	47
Special Events	—

2. Commercial? 92 Sustaining? 63

3. How many sponsors?
   43 programs have 1 sponsor —once a week period
   12 programs have 4 sponsors—once a week period
   1 program has 14 sponsors—once a week period
   1 program has 18 sponsors—over a week period
   1 program has 23 sponsors—over a week period

4. What type sponsors?
   - Department Stores (41)
   - Super Markets
   - Furniture Stores & Household Furnishings
   - Cafes
   - Jewelry Shops
   - Shoe Stores
   - Electric Supply Companies
   - Florists
   - Laundry
   - Banks
   - Savings & Loan Associations
   - Gift Shops
   - Children's Apparel
   - Drug Stores
   - Bakeries & Dairies
   - Antiques & Art
   - Photographers
   - Fur Storage
   - Frozen Foods
   - Cosmetics
   - Theatres
   - Brewing Company

5. What hour or hours?

15 Minute Period		*30 Minute Period*	
Peak	10:45-11:00 a.m.	Peak	9:30-10:00 a.m.
Near Peak	8:45- 9:00 a.m.	Near Peak	11:00-11:30 a.m.
	9:00- 9:15 a.m.	Next Peak	1:30- 2:00 p.m.
	9:15- 9:30 a.m.		2:00- 2:30 p.m.
	11:15-11:30 a.m.		

6. How many days a week?
   80 do 5 day week show
   36 do 6 day week show
   15 do 1-3 days a week
   1 does 7 day

7. Which days are popular?
   1. Every day—Monday through Friday
   2. Monday, Wednesday and Friday

8. How many years has the show been on the air?

Under 6 months	27
6 mos. to 1 yr.	23
1-2 yrs.	27
2-3 yrs.	23
4 years	23

9. Do you use music?
   Music is used on 117 programs out of 215. Transcribed, 104; balance, live

10. Do you use script?
    Use script:
    79 programs
    Ad lib:
    18 programs
    Both:
    74 programs

11. Do you have guests?
    72 yes
    45 no
    36 sometimes

12. Do you broadcast under your own name?
    89 yes
    46 no

OWI OVERSEAS RECRUITING CONTINUES

Recruitment of men and women by the Office of War Information for important missions overseas in view of impending military operations is now about two-thirds of current requirements, Elmer Davis, Director of OWI, announced today. As military operations advance, it may be necessary, Mr. Davis added, to increase this overseas staff for disseminating information overseas even beyond present estimates.

Actions for appointment of 337 of the 450 persons needed for work in connection with the overseas propaganda program have been started, Mr. Davis said, and many more applications are on file.

The response to an appeal for the additional personnel, issued on February 23, 1944, by representatives of the Newspaper and Radio Advisory Committees of the Domestic Branch of OWI, has included 3,953 letters of inquiry from persons interested in overseas assignment. To date, 2,221 applications have been received.

Appointments which have been recommended include: 12 administrative officers and assistants; 59 information specialists of various grades; 16 language specialists; 94 news men; 39 radio program specialists; 69 Morse code operators, and 48 radio engineers.

The new personnel will be engaged in preparing material for distribution in enemy and enemy-occupied territory, and will work in close cooperation with the armed forces. Those going overseas will be stationed either in combat areas or in bases serving these areas. None of the newsmen going abroad will work as war correspondents and they are not "covering" the invasion, Mr. Davis said. Their mission, he explained, is propagandizing the enemy, and bolstering the morale of the people in enemy-occupied countries. Their duties include the writing and distribution of leaflets, publishing newspapers in liberated areas until normal conditions have been re-established, and preparing and broadcasting radio programs. Capacity to speak, read and write foreign languages fluently is an asset some of the new personnel will utilize in their work.

Most of the new OWI personnel will be assigned to the European areas, but some will go to the Mediterranean area, and others to Far Eastern theatres of military operations. A few will be stationed in the New York and San Francisco offices, some replacing previously trained personnel which is now being assigned to overseas tasks. Nearly all of those being appointed will be trained for eventual overseas work.

Assisting OWI's Overseas Branch in meeting its new obligations was a special committee of representatives of the Newspaper and Radio Advisory Committees, Domestic Branch. Representing broadcasts, newspaper and advertising professions, they are:

Earl Gammons, CBS
Kenneth Berkeley, Blue Network
Charles Barry, Blue Network
Lewis Allen Weiss, Station KHJ, Los Angeles
Carlton Smith, NBC
William Brooks, NBC
Paul West, President, Association of National Advertisers
A. F. Jones, Managing Editor, Washington *Post*
B. M. McKelway, Associate Editor, Washington *Evening Star*
Mark Ethridge, Publisher, Louisville *Courier-Journal*
Palmer Hoyt, Publisher, Portland *Oregonian*
Fred Gaertner, Jr., Managing Editor, Detroit *News*
Wilbur Forrest, Assistant Editor, New York *Herald-Tribune*
H. D. Paulson, Editor, Fargo *Forum*
Paul Bellamy, Cleveland *Plain Dealer*
Mason Britton, Executive Vice President, McGraw-Hill Publications
T. S. Repplier, General Manager, War Advertising Council

FIFTEENTH INSTITUTE FOR EDUCATION BY RADIO

and The American Exhibition of Educational Radio Programs

Plans for NAB's participation in the Fifteenth Institute for Education by Radio are complete. Harold Ryan, President; Willard D. Egolf, Assistant to the President; Arthur Stringer, Director of Promotion and Circulation, and Dorothy Lewis, Coordinator of Listener Activity, will take part in the conference sponsored by The Ohio State University May 5-8 in Columbus, Ohio.

Representatives of NAB member stations and networks are also prominently identified with the Institute.

As a service to the Institute and to the National Association of Broadcasters, the complete advance program of the Institute is carried here:

FOREWORD

The Institute for Education by Radio was established in 1930 at the Ohio State University. Its purpose is to provide an annual meeting for joint discussion by broadcasters, educators and civic leaders of the problems of educational broadcasting. The program is devoted chiefly to consideration of the techniques and program policies of radio broadcasting. The Institute passes no resolutions and its officers are limited to an honorary director, W. W. Charters, founder of the Institute; a director, I. Keith Tyler, Acting Director of Radio Education; and a secretary, Ardis Hillman Wheeler, both of the Ohio State University. The annual program is developed from the suggestions and recommendations of those attending the Institute in previous years. The committee on the 1944 program consists of the Institute officers with the addition of C. Wilbert Pettegrew, Program Supervisor, Station WOSU; William Wallace Beavers, Program Director, Station WCOL; Irwin A. Johnson, Director of Development Programs, Station WBNS; and John Moses, Production Manager, Station WHKC—representing Columbus radio stations; and T. C. Holy, Director, Bureau of Educational Research, and Herschel Nisonger, Chairman, University Radio Education Committee—representing the Ohio State University.

It was no easy decision to hold the Fifteenth Institute for Education by Radio in the midst of a critical war situation. The problem was raised in the final Institute session last year, the Director pointing out the probable difficulties and the burden that such a conference would throw upon public transportation. The members voted unanimously that the 1944 conference should be held, if possible, because of the importance of the Institute in enabling radio to do a significant job in total war. In a letter sent to Institute members during the summer, the problem was again raised and the difficulties cited. Again the response was overwhelming in declaring the essential nature of the Institute in the war situation. You who attend have given the mandate for this meeting; we of the program committee have attempted to develop a program consistent with your needs in meeting your wartime responsibilities.

PROGRAM

Registration

FRIDAY, MAY 5, 9:00 A.M.-8:30 P.M., Main Lobby

To avoid delay in registration, everyone is asked to register promptly upon arrival.

PRE-CONFERENCE MEETINGS

2:00 P.M., Ball Raom

Developing Democracy Through Radio Discussions

A Cooperative Venture of Local Radio Stations and the Schools

Presiding, GEORGE V. DENNY, JR., Moderator, *America's Town Meeting of the Air*

Introduction to the Demonstration
BYRON B. WILLIAMS, Secretary, Junior Town Meeting League

Does Youth Want Social Security from the Cradle to the Grave?—A Demonstration of a Typical Junior Town Meeting

Four students, appearing the previous night as speakers on *America's Town Meeting*, and representing local junior town meetings, will present a typical local radio junior town meeting. The audience participation in the program consists of representatives of high schools from Greater Columbus. The program will be broadcast over Station WOSU from 2:15 to 2:45. Doors will be closed at 2:10, to avoid interruption of the broadcast.

Participants
Four selected high school students from various parts of the United States
BYRN B. WILLIAMS, National Junior Town Meeting Moderator, and Secretary, Junior Town Meeting League, *Moderator*

Critique of the Demonstration

Participants
CHARLES G. BENARD, Boston Trade High School, Boston

C. V. COURTER, Superintendent of Schools, Cincinnati
GORDON HAWKINS, Program Supervisor, Westinghouse Stations, Inc., Philadelphia
ALLEN Y. KING, Director of Social Studies, Cleveland Public Schools
JAMES LEONARD, Program Director, Station WSAL, Cincinnati *(invited)*
J. S. NANTS, Assistant Superintendent of Schools, St. Louis
LOUIS RATHS, Professor of Education, Ohio State University

Discussions from the Floor

Informal Tea for Newcomers

4:00-6:00 P.M., Room 1648

I. KEITH TYLER, Director, Institute for Education by Radio, *Chairman*

This informal gathering is held for those who are attending the Institute for the first time. A number of those who are old members of the Institute will be present to help the newcomer get acquainted and to explain the general procedures of the Institute.

GENERAL SESSION

FRIDAY, MAY 5, 8:00 P.M., Ball Room

How Free Is Radio?

Presiding, H. V. KALTENBORN, Commentator, National Broadcasting Company

How Free is Radio?—A Symposium

Each participant will have not to exceed ten minutes for an opening statement in the symposium. This will be followed by a free-for-all panel discussion among the participants.

Participants

E. L. BUSHNELL, General Supervisor of Programs, Canadian Broadcasting Corporation
THOMAS R. CARSKADON, Chairman, Radio Committee, American Civil Liberties Union
JAMES LAWRENCE FLY, Chairman, Federal Communications Commission *(tentative acceptance)*
PAUL KESTEN, Executive Vice-President and Director, Columbia Broadcasting System *(invited)*
EDGAR KOBAK, Executive Vice-President, The Blue Network
J. HAROLD RYAN, President, National Association of Broadcasters
NILES TRAMMELL, President, National Broadcasting Company *(invited)*
BURTON K. WHEELER, Senator from Montana *(tentative acceptance)*

Discussion from the Floor

Announcement of Citations for the Eighth American Exhibition of Educational Radio Programs

Meeting for Chairmen

10:30 P.M., Room 1648

I. KEITH TYLER, Director, Institute for Education by Radio, *Chairman*

A meeting for chairmen of work-study groups, section meetings and round tables for the purpose of acquainting these group leaders with procedures for carrying on their meetings.

GENERAL SESSION

SATURDAY, MAY 6, 9:30 A.M., Ball Room

Radio in the War

Presiding, H. B. McCARTY, Director, Station WHA, University of Wisconsin

The Voice of America Overseas

FRANK CILLIÉ, Overseas Branch, Office of War Information

Combat Reporting—A Symposium

How CBC Covers the War
  D. C. McARTHUR, Chief Editor, National News Service, Canadian Broadcasting Corporation
How BBC Covers the War
  STEPHEN FRY, British Broadcasting Corporation, New York
How American Radio Covers the War
  PAUL W. WHITE, Director of Public Affairs and News Broadcasts, Columbia Broadcasting System, *Chairman*
  JOHN DALY, War Correspondent, Columbia Broadcasting System, recently returned from Italy
  Other Representatives from American Networks and the Armed Services

Discussion by Participants

Discussion from the Floor

WORK-STUDY GROUPS

SATURDAY, MAY 6

The work-study groups devote themselves intensively to problems in the general fields indicated. Each chairman has selected a panel of resource persons to give expert advice. The agenda for each group has been developed by the chairman through correspondence with members. The groups meet for two half days, Saturday afternoon and Sunday morning, which, in most cases, are to be considered continuous rather than separate units. The topics and personnel listed are for both half-day sessions.

Preparatory General Meeting

2:00 P.M., Ball Room

The leaders of each of the work-study groups will present a concise statement of the problems to be worked upon and indicate the resource persons participating in each of the groups. This will afford an opportunity for the Institute members to learn more about what will be covered in each of the work-study groups as a basis for their choices.

Agricultural and Homemaking Broadcasts

2:30 P.M.

General Chairman, WALLACE L. KADDERLY, Chief of Radio Service, U. S. Department of Agriculture

This work-study group meets as one unit on Saturday afternoon and is divided into two groups, Agricultural Broadcasts and Homemaking Broadcasts, for Sunday morning.

Saturday Session

Room 1440

Food in '44: Production and Use. Director of Information, War Food Administration
Television and FM—How Will We Use These Developments in Service to Farmers and Homemakers?—A Panel Discussion
  WILLIAM E. DRIPS, Central Division, National Broadcasting Company, Chicago
  R. R. LOWDERMILK, U. S. Office of Education *(invited)*
  G. EMERSON MARKHAM, General Electric Company
  Representative of a State College of Agriculture
Commercially Sponsored Radio Service to Homemakers and Farmers—A Panel Discussion
  JOSEPHINE FRENCH, Director, Radio Education, Public Schools, and Educational Director, Station WADC, Akron
  EVERETT MITCHELL, Director of Agriculture,

Central Division, National Broadcasting Company
William Moshier, Station KJR, Seattle
Jennings Pierce, Manager of Public Service and Station Relations Departments, Western Division, National Broadcasting Company
George S. Round, Extension Editor, University of Nebraska
Sam Schneider, Farm Director, Station KVOO, Tulsa
H. B. Summers, Manager, Public Service Division, Blue Network
What Can We Learn from BBC Farm and Home Broadcasts. Herb Plambeck, Farm Director, Station WHO, Des Moines
George Biggar, Assistant to the General Manager, Station WLW, Cincinnati, *Discussion Leader*

Sunday Agricultural Session

Room 1440

Chairman, Sam H. Reck, Jr., Extension Editor, College of Agriculture, Rutgers University
What Kind of Service Do Farmers Want? William B. Lewis, Columbia Broadcasting System *(invited)*
Larry Haeg, Farm Service Director, Station WCCO, Minneapolis, and Henry Schacht, Farm Director, Station KPO, San Francisco, *Discussion Leaders*
Building Good Will and Selling a Product. Gordon M. Philpott, Advertising Manager, Ralston-Purina Mills, St. Louis
Showmanship in Farm Broadcasting—A Panel Discussion
Layne Beaty, Farm Service Director, Stations WBAP-KGKO, Fort Worth
Cliff Gray, Farm Service Director, Station WSPA, Spartanburg, S. C.
Ed Mason, Director of Farm Programs, Station WLW, Cincinnati
Charles Stookey, Farm Service Director, Station KMOX, St. Louis
Charles Worcester, Director of Farm Programs, Columbia Broadcasting System
Putting Inexperienced Broadcasters at Ease. Phil Evans, Farm Director, Station KMBC, Kansas City
Using Radio in County Extension Work. F. P. Taylor, Agricultural Agent, Jefferson County, Ohio
August Neubauer, Agricultural Agent, St. Louis County, Minnesota, and H. Sidney Vaughn, Agricultural Agent, Worcester County, Massachusetts, *Discussion Leaders*
Farmers' Week by Radio. William Zipf, Extension Radio Specialist, Ohio State University
Dale Williams, Radio Editor, Extension Service, Iowa State College, *Discussion Leader*
Use of Transcriptions in Farm Service—A Panel Discussion
Merton Emmert, Farm Service Director, Station WEAF, New York
George P. German, Farm Service Director, Station WNAX, Yankton, S. D.
Jim Miles, Associate in Extension Information (Radio), Purdue University
How to Deal with Controversial Subjects. Harry Aspleaf, Farm Director, Station KSTP, Minneapolis
The Importance of Mail Response from Listeners. Louis Buck, Farm Director, Station WSM, Nashville

Sunday Homemaking Session

Room 218

Chairman, Eleanor S. Wilkins, Radio Women's Editor, Station WOI, Iowa State College
How Homemakers Fit Into the Food Picture. E. O. Pollock, Regional Director, Midwest Region Office of Distribution, War Food Administration, Chicago
Radio Interprets the Food Picture for the Homemaker. Anne Hagen, Radio, Office of Distribution, War Food Administration
Food in '44: Production and Use. Ruth Van Deman, Department of Publication, Bureau of Human Nutrition and Home Economics, U. S. Department of Agriculture
Commercial Radio Service to Homemakers. Elinor Lee, Station WTOP, Washington, D. C.

Broadcasting by National Organizations

Parlor J

Chairman, Jesse Butcher, Radio Director, United States Organizations and National War Fund

Topic and Speakers for Saturday
Responsibilities of Radio and of National Organizations Asking Free Time
Panel Participants
Lyman Bryson, Director of Education, Columbia Broadcasting System *(tentative acceptance)*
Charlotte Demarest, Radio Consultant, Community Council, Winston-Salem
Henriette K. Harrison, National Radio Director, Y. M. C. A.
Max Karl, Educational Director, Station WCCO, Minneapolis
Edythe Meserand, Assistant Director of Special Events, Station WOR, New York *(invited)*
Mary G. Roebling, Banker, and Member of National Advisory Council from Community Service Project
Jane Tiffany Wagner, Director of War Activities for Women, National Broadcasting Company
Topic and Speakers for Sunday
What Can National Organizations Do in Terms of Planning Toward Permanent Peace?
Presentation of the Problem
Frank Weil, President, National Jewish Welfare Board, and Vice President, United Service Organizations
What Can Radio Do?
Philip H. Cohen, Chief, Domestic Radio Bureau, Office of War Information
Warren Ruthrauff, Radio Director, American Red Cross
General Discussion

Children's Programs

Parlors A, B

Chairman, Gloria Chandler, Children's Theater and Radio, Association of Junior League of America

Religious Broadcasts

Room 1279

Chairman, Franklin G. Dunham, National Catholic Welfare Service
Topics and Speakers
Saturday:
Review of Religious Radio During the Past Year, Highlighted by Transcribed Excerpts from Outstanding Programs. Rabbi Saul Applebaum, Union of American Hebrew Congregations, and Everett C. Parker, Public Service Department, National Broadcasting Company
Religious Broadcasts of the Canadian Broadcasting Corporation, Illustrated with Transcribed Excerpts. C. R. Delafield, Supervisor of Religious and Institutional Broadcasts, Canadian Broadcasting Corporation *(invited)*
Sunday:
Standards of Quality. Kenneth G. Bartlett, Director, Radio Workshop, Syracuse University *(invited)*

Scientific Audience Survey. Richardson Wood, *Fortune Magazine (invited)*
Recommendations on Religious Broadcasting. Louis Minsky, National Conference of Christians and Jews
Permanent Organization of Religious Broadcasters. Fred Eastman, Chicago Theological Seminary

Radio Research
Room 1437

Chairman, MATTHEW N. CHAPPELL, C. E. Hooper, Inc.

School Broadcasting
Room 1540

Chairman, KATHLEEN N. LARDIE, Assistant Supervisor, Department of Radio Education, Detroit Public Schools

Participants

Dean E. Douglass, Regional Manager, Educational Department, RCA Victor Division of Radio Corporation of America, Chicago *(invited)*
Marguerite Fleming, Director, Radio Workshop, South High School, Columbus
Ruth Foltz, Coordinator of Elementary School Programs, Station WBOE, Cleveland
Evelyn Gibbs, British Broadcasting Corporation, New York *(invited)*
Mark L. Haas, Station WJR, Detroit
Frank Ernest Hill, American School of the Air, Columbia Broadcasting System *(invited)*
Major Harold W. Kent, War Department Liaison, U. S. Office of Education *(invited)*
M. R. Kline, Cleveland Public Schools
R. S. Lambert, Supervisor of Educational Broadcasts, Canadian Broadcasting Corporation
Sam H. Linch, Supervisor of Radio Education, Atlanta Public Schools
Luke Roberts, Educational Director, Stations KOIN-KALE, Portland, Oregon
Anna Belle Robinson, Teacher, Chicago Public Schools

College Courses in Radio
Room 1479

Chairman, KENNETH G. BARTLETT, Director, Radio Workshop, Syracuse University, and Chairman, FREC Committee on Standards for College Courses in Radio

Topic to be Discussed

Setting Standards for College Courses in Radio

Participants

Edwin Barrett, Director, Radio School, Drake University
Gertrude Broderick, Secretary, Federal Radio Education Committee, U. S. Office of Education
Lyman Bryson, Director of Education, Columbia Broadcasting System *(tentative acceptance)*
John S. Carlile, Director of Radio Education, University of Alabama *(invited)*
Elizabeth Goudy, Specialist, Training Techniques in Visual Aids, U. S. Office of Education *(tentative acceptance)*
Robert J. Landry, Director of Program Writing, Columbia Broadcasting System *(invited)*
H. B. McCarty, Director, Station WHA, University of Wisconsin *(invited)*
Leonard Power, Educational Consultant, New York City
Tom Slater, Director, Special Features, War Programs and Sports, Mutual Broadcasting System
Arthur Stringer, National Association of Broadcasters
H. B. Summers, Manager, Public Service Division, Blue Network
Tracy F. Tyler, Associate Professor of Education, University of Minnesota
Judith Waller, Director of Public Service, Central Division, National Broadcasting Company, Chicago

Music Broadcasts
Parlor G

Chairman, ALTON O'STEEN, Head, Department of Fine Arts, University of Alabama

Topic and Speaker

Special Techniques for Presenting Music on the Air. Robert Shaw, Choral Director, Fred Waring's Pennsylvanians *(invited)*

Panel Participants

Lt. Col. Forrest J. Agee, Classification and Replacement Branch, Adjutant General's Office
Jean-Marie Baudet, Supervisor of Music, Canadian Broadcasting Corporation *(invited)*
Oliver Daniel, Producer of *Gateways to Music,* American School of the Air, Columbia Broadcasting System *(invited)*
Guy Fraser Harrison, Conductor, Rochester Civic Orchestra *(invited)*
Alan Lomax, Columbia Broadcasting System *(invited)*
Nell Parmley, Texas State Department of Education, Austin
Burton Paulu, Manager, Station WLB, University of Minnesota
Claren Peoples, Public Schools, Huntington, West Virginia
Izler Solomon, Conductor, Columbus Philharmonic Orchestra
Jean Thomas, "The Traipsin' Woman," Ashland, Kentucky

Radio and Reading
Parlor H

Chairman, JAMES F. FULLINGTON, Department of English, Ohio State University

FM Radio and Education
Room 1337

Chairman, WILLIAM D. BOUTWELL, Director, Information Service, U. S. Office of Education

Topics and Speakers

Saturday: Technical Problems
Planning for Educational FM Broadcasting Service. R. R. Lowdermilk, Radio Service, U. S. Office of Education
Determining Technical Requirements for FM Stations in Terms of Coverage. C. M. Jansky, Jr., Jansky and Bailey, Consulting Engineers
Procedure for Obtaining a License for an Educational Station. George P. Adair, Chief Engineer, Federal Communications Commission

Participants

W. J. Barkley, Collins Radio Company
H. R. Berlin, Johns-Manville Sales Corporation
E. J. Content, Assistant Chief Engineer, Station WOR
W. R. David, General Electric Company
Walter Evans, Westinghouse Electric and Manufacturing Company
Parker S. Gates, Gates Radio and Supply Company
Frank A. Gunther, Radio Engineering Laboratories, Inc.
O. B. Hanson, Chief Engineer, National Broadcasting Company
C. M. Lewis, Radio Corporation of America

William B. Lodge, Chief Engineer, Columbia Broadcasting System
J. W. Marque, Graybar Electric Company, Inc.
Nathan Neal, Engineer, Station WBOE, Cleveland

Sunday: Program Planning for Educational Stations—

For State School Systems
  R. C. Deming, Connecticut State Department of Education
  John Gunstream, Director, Texas School of the Air
  Joseph E. Maddy, Chairman, Steering Committee for Michigan FM Educational Stations, University of Michigan

For City School Systems
  William B. Levenson, Director of Radio, Cleveland Public Schools
  George Jennings, Director, Chicago Radio Council
  Paul Reed, Rochester Public Schools (on leave to U. S. Office of Education)

For Universities and Colleges
  H. B. McCarty, Director of Radio, University of Wisconsin
  Carl Menzer, Director of Radio, University of Iowa

The Junior Town Meeting

Room 216

Co-Chairmen, W. Linwood Chase, School of Education, Boston University, and Harry D. Lamb, Supervisor, Radio Education and Speech, Toledo Public Schools

Topics to be Discussed

Local Form of Organization
School and Station Relationships
Selecting and Training of Student Speakers
Techniques of the Program Period
Utilization Techniques

Participants

Dorothy M. Anderson, Head, Social Studies Department, Belmont, Massachusetts, High School
Viola G. Berk, Educational Director, Station WAKR, Akron
Katherine Fox, Director of Public Service, Stations WLW-WSAI, Cincinnati
Frederick J. Gillis, Assistant Superintendent of Schools, Boston
William H. Hartley, State Teachers College, Towson, Maryland
Gordon S. Hawkins, Program Supervisor, Station KYW, Philadelphia
Harriet Kimble, Teacher of Social Studies, DeVilbiss High School, Toledo
Allen Y. King, Directing Supervisor of Social Studies, Cleveland Public Schools
Leona Probst, Teacher of Social Studies, Whitney Vocational High School for Girls, Toledo
George H. Reavis, Assistant Superintendent of Schools, Cincinnati
Arch Shawd, Manager, Station WTOL, Toledo
Byron B. Williams, Secretary, Junior Town Meeting League, and National Junior Town Meeting Moderator

Broadcasts to Women

Room 1212

(Saturday Afternoon Only)

Program Arranged by Association of Women Directors, NAB

Presiding, Ruth Chilton, President, Association of Women Directors, NAB, and Women's Commentator, Station WCAU, Philadelphia

Topic to be Discussed

Is the American Woman Prepared to Assume Her Role in the International Scene?

Keynote Speaker

Margaret Culkin Banning, Author, Duluth

Panel Participants

Ann Ginn, Station WTCN, Minneapolis, *Chairman*
Peggy Cave, Station KSD, St. Louis
Mrs. Hayle Cavenor, Regional Director, Office of War Information, Minneapolis
Alma Kitchell, Blue Network
Mary Margaret McBride, National Broadcasting Company
Linnea Nelson, J. Walter Thompson Agency, New York
Elizabeth Reeves, Knox-Reeves Agency, Minneapolis
Helen Sioussat, Director of Talks, Columbia Broadcasting System
Frances Farmer Wilder, Pacific Network, Columbia Broadcasting System

SPECIAL SESSION

5:00 P.M., Ball Room

Regional Station International Broadcasting

Demonstration and Discussion

Presiding, William Wallace Beavers, Program Director, Station WCOL, Columbus

Introduction to the Demonstration

Stephen Fry, British Broadcasting Corporation, New York
James L. Cassidy, Special Events Director, Stations WLW-WSAI-WLWO, Cincinnati

Demonstration of BBC-WLW Broadcast

The British Broadcasting Corporation in London will originate program material especially tailored for the audience of Station WLW, Cincinnati. The Institute audience will hear the entire procedure including the preliminary cueing on the transatlantic channels, the program material from Cincinnati and the material from London. This demonstration is representative of a type of cooperation which has recently been developed between the BBC and a number of American regional stations.

Discussion from the Floor

Dinner, National Association of Broadcasters

SATURDAY, MAY 6, 6:30 PM., Deshler-Wallick Hotel

Harold Ryan, President, *Chairman*

Institute members invited.
(Tickets at registration desk.)

SECTION MEETINGS

SATURDAY, MAY 6, 8:00 P.M., Room 1440

In-School Broadcasting

Presiding, William B. Levenson, Directing Supervisor of Radio, Cleveland Public Schools

Participants

Francis Beck, Director of Radio, Collinwood High School, Cleveland
Edwin F. Helman, Coordinator of High School Programs, Station WBOE, Cleveland
Ellis B. Miracle, Zanesville, Ohio, Senior High School
Carl O. Moody, Department of Radio Education, Detroit Public Schools

The Negro, and Radio in Education

Parlor J

Presiding, Walter N. Ridley, Director, Audio-Visual Center, Virginia State College for Negroes

Invited Participants

Anne Cooke, Communications Center, Hampton Institute
Charles S. Johnson, Rosenwald Fund, Nashville
B. A. Jones, Talladega College, Alabama
Robert Martin, A. and T. College, Greensboro
L. F. Palmer, Extension Division, Hampton Institute
W. A. Robinson, Secondary School Study, Atlanta
John H. Sengstacke, Chicago *Defender*
Ruth M. Thomas, Wilberforce University
H. Council Trenholm, American Teachers Association, Montgomery
Garnet C. Wilkinson, Washington, D. C., Public Schools

Public Health Broadcasts

Room 1279

Presiding, David Resnick, Director of Public Relations, National Society for the Prevention of Blindness

Participants

E. R. Coffey, M. D., Director of District One, U. S. Public Health Service, *Discussion Leader*
A. Schaefer, Jr., Director of Public Relations, American Society for the Control of Cancer
Muriel F. Steward, Executive Director, Minnesota League for Planned Parenthood
Thomas C. Stowell, Assistant Director, Division of Public Health Education, New York State Department of Health

Alpha Epsilon Rho

Room 1540

(Closed Meeting)

Presiding, Sherman P. Lawton, Director of Radio and Visual Education, Stephens College, Executive Secretary

Broadcasting by Local Youth Organizations

Parlor G

Presiding, Annette Baer Fick, Executive Secretary, Campfire Girls of Columbus and Franklin County

Topic to be Discussed

How Can Your Youth Agency Broadcast Effectively?

Participants

Henriette K. Harrison, National Radio Director, National Council of the Young Men's Christian Associations
C. Wilbert Pettegrew, Program Supervisor, Station WOSU, Ohio State University
Marion Renick, Children's Author and Broadcaster, Ohio School of the Air
Fern Sharp, Women's Commentator, Station WBNS, Columbus
Margaret C. Tyler, Supervisor, Ohio School of the Air
Dorothy M. Yontz, Publicity Chairman, Campfire Girls of Columbus and Franklin County

WORK-STUDY GROUPS

SUNDAY, MAY 7, 9:30 A.M.

A continuation of the sessions of Saturday afternoon
(See detailed program on pages 124 to 127)

GENERAL SESSION

2:00 P.M., Ball Room

Radio's Role in Understanding

Symposium and Discussion

Presiding, Harvey H. Davis, Vice-President, Ohio State University

Presentation of the Situation

Labor Relations. To be announced
Race Relations. Pearl S. Buck, Author, New York City *(invited)*
International Relations. Foster Rhea Dulles, Professor of History, Ohio State University

What Is Radio's Role?—A Panel Discussion

M. S. Novik, Director, Station WNYC, New York
William N. Robson, Writer-Producer, Columbia Broadcasting System
George Rosen, Radio Editor, *Variety (invited)*
Frances Farmer Wilder, Director of Education, Pacific Network, Columbia Broadcasting System
Others to be announced

Discussion from the Floor

SPECIAL SESSION

5:00 P.M., Ball Room

Morale on the Fighting Fronts

Presiding, Fred Eastman, Department of Biography, Literature, and Drama, Chicago Theological Seminary

The Role of Radio in Maintaining Morale

Speaker to be announced

The Chaplain's Role in Maintaining Morale

Capt. Stephen J. Meany, Chaplain, U. S. Army, recently returned from Southwest Pacific

North Atlantic Testament—A Demonstration of *The Catholic Hour*

Introduction to the Demonstration
Edward J. Heffron, Executive Secretary, National Council of Catholic Men

A special broadcast from the current series of *The Catholic Hour* will be featured as the closing portion of this session. The dramatization of a war incident involving four Army chaplains will originate in the New York studios of the National Broadcasting Company. The broadcast will be concluded with a tribute to all chaplains by Brigadier-General William Arnold, Chief of Chaplains, U. S. Army.

ANNUAL INSTITUTE DINNER

SUNDAY, MAY 7, 7:30 P.M., Ball Room

Toastmaster, Howard L. Bevis, President, Ohio State University

Introduction of Distinguished Guests

Entertainment—Courtesy Crosley Radio Corporation, Cincinnati

Selections by nationally known Columbus Boy Choir School

Herbert Huffman, Musical Director

Address

Elmer Davis, Director, Office of War Information

ROUND-TABLE DISCUSSIONS

MONDAY, MAY 8, 9:45 A.M., Room 1540

Production Techniques

Chairman, WYNN WRIGHT, Production Chief, National Broadcasting Company

College Public Relations Broadcasting

Room 1337

Chairman, ELMER G. SULZER, Director of Public Relations, University of Kentucky

Participants

TRENNIE E. EISLEY, Director of Publicity, Bucknell University
P. CASPER HARVEY, Director of Publicity, William Jewell College, and Vice-President in Charge of Radio, American College Publicity Association
HAROLD K. SCHELLENGER, Director of Public Relations, Ohio State University
H. B. SUMMERS, Manager, Public Service Division, Blue Network
E. D. WHITTLESEY, Director of Publicity, Western Reserve University, and President, American College Publicity Association

Education in Wartime Responsibilities Through Special Events

Room 1479

Chairman, JOHN L. CARPENTER, Director, Special Events, Stations KOIN-KALE, Portland, Oregon

Writing for Radio

Room 216

Chairman, RANALD MACDOUGALL, Writer, Columbia Broadcasting System *(invited)*

Training Radio Journalists

Room 1440

Chairman, FLOYD BASKETTE, Department of Journalism, Emory University, Atlanta

Topics and Invited Speakers

Education for Work in Radio News Rooms. WILBUR SCHRAMM, Director, School of Journalism, State University of Iowa
Some Hints on Radio News Style. PHIL NEWSOM, Chief, Radio Division, United Press
Radio News Features. TOM O'NEIL, News Editor, Press Association, Inc.
What's Wrong With Radio News? LESTER SPENCER, Station WHIO, Dayton
What About Radio News After the War? G. W. JOHNSTONE, Director of News and Special Features, Blue Network

Invited Panel Participants

RICHARD BECKMAN, School of Journalism, Iowa State College
MITCHELL V. CHARNLEY, Professor of Journalism, University of Minnesota
PAUL WAGNER, School of Journalism, Indiana University
PAUL W. WHITE, Director of Public Affairs and News Broadcasts, Columbia Broadcasting System

Radio and Recruitment

MONDAY, MAY 8, 9:45 A.M., Parlor H

Chairman, LT. HAZEL KENYON MARKEL, Radio Section, Office of Public Relations, Navy Department

Participants

Representatives from the various Armed Services of the United States, from Canada, from the Maritime Commission, from advertising agencies, and from the Office of War Information

Radio Councils

Parlors A, B, C

Chairman, DOROTHY LEWIS, Coordinator of Listener Activity, National Association of Broadcasters

Topic to be Discussed

Listeners and Broadcasters, Partners in Progress

Keynote Speaker

STERLING FISHER, Assistant Public Service Counselor, National Broadcasting Company

Participants

MRS. ROY O. BAKER, President, Radio Council of Greater Kansas City
MRS. HENRY C. CHRISTIAN, President, Radio Council of Greater Cleveland
MRS. ROBERT CORNELISON, President, New Jersey Radio Council
MARY GAYLORD, Northeastern Radio Council, Schenectady
HAZEL HILLIS, President, Des Moines Radio Council
MAX KARL, Educational Director, Station WCCO, Minneapolis
HARRY D. LAMB, President, Toledo Radio Council
HOWARD E. LESOURD, President, Boston Radio Council
MARGARET STODDARD, Regional Director of Listener Activities, Cedar Rapids
MRS. ARCH TRAWICK, President, Radio Council of Middle Tennessee
RALPH EVANS, WHO, WOC, Iowa
LYLE FLANAGAN, KSO-KRNT, Des Moines, Iowa
SHERMAN LAWTON, Stephens College, Columbus, Mo.
MISS RUTH ROSSHOLT, President, Minnesota Radio Council, Minneapolis, Minn.
Others to be announced

Recordings for Education

Room 218

Chairman, NORMAN WOELFEL, Head, Teaching Aids Laboratory, College of Education, Ohio State University

GENERAL SESSION

2:00 P.M., Ball Room

Radio and Postwar Problems

Presiding, I. KEITH TYLER, Director, Institute for Education by Radio

A Summary of Work-Study Groups

The chairman or secretary of each work-study group will give a three-minute report of the outstanding contributions from the discussion of his group.

A Summary of Section Meetings and Round Tables

A single summary including the outstanding contributions of each of the section meetings and round tables.

The Postwar Situation

PAUL HOFFMAN, Chairman, Board of Trustees, Committee on Economic Development, and President, Studebaker Corporation

What is Radio's Role?—A Panel Discussion

KENNETH G. BARTLETT, Director, Radio Workshop, Syracuse University
EDWARD L. BERNAYS, Publicist and Author, New York
LYMAN BRYSON, Director of Education, Columbia Broadcasting System
Others to be announced

OTHER MEETINGS OF INTEREST TO INSTITUTE MEMBERS

Friday, May 5, all-day session beginning at 10:00 a. m., Parlors A, B, C, Deshler-Wallick Hotel
Business meeting of the Association for Education by Radio
Major Harold W. Kent, War Department Liaison, U. S. Office of Education, President, *Chairman*

Friday, May 5, 11:00 a. m., Hall of Mirrors, Deshler-Wallick Hotel
Business meeting of the Junior Town Meeting League
Allen Y. King, Supervising Director of Social Studies, Cleveland Public Schools, President, *Chairman*

Friday, May 5, 12:00 noon, Room 1648, Deshler-Wallick Hotel
Luncheon of Executive Committee, Association for Education by Radio
Major Harold W. Kent, President, *In Charge*

Friday, May 5, 2:00 p. m., Parlor H, Deshler-Wallick Hotel
First annual meeting, National Association of Rural Farm Directors
Larry Haeg, Station WCCO, Minneapolis, *In Charge*

Friday, May 5, 6:00 p. m., Deshler-Wallick Hotel
Dinner for Representatives of Stations Affiliated with the National Broadcasting Company. Judith Waller, *In Charge*

Friday, May 5, 6:00 p. m., Ball Room, Hotel Seneca, 361 E. Broad Street
Dinner of the Columbus Association for Childhood Education. Members of the Institute invited. Price $1.50
Speaker from the radio industry (to be announced)
Music by Columbus Boy Choir School
Ruby Borden, President, *Chairman*

Friday, May 5, 6:15 p. m.
Dinner of Columbus English Club. Institute members invited. Place and price to be announced
Edna M. Weitzel, President, *Chairman*

Friday, May 5, 8:00 p. m., Room 1440, Deshler-Wallick Hotel
Business meeting of Executive Council, Alpha Epsilon Rho
Judith Waller, Honorary President, *Chairman*

Saturday, May 6, 12:15 p. m., Hall of Mirrors, Deshler-Wallick Hotel
Luncheon of the Association for Education by Radio
Speaker: Archibald MacLeish, Poet, Radio Writer, and Librarian of Congress
Subject: The American Story
I. Keith Tyler, President, *Chairman*

Saturday, May 6, 2:00 p. m., Room 218, Deshler-Wallick Hotel
Business meeting of Alpha Epsilon Rho
Sherman P. Lawton, Executive Secretary, *Chairman*

Saturday, May 6, 6:00 p. m., Deshler-Wallick Hotel
Dinner of District Nine, Campfire Girls
Subject: Using Community Resources in Broadcasting
Speakers: I. Keith Tyler, Acting Director of Radio Education, Ohio State University; Marguerite Fleming, Director of Radio Workshop, South High School, Columbus; and Roy B. Weed, former Columbus Safety Director
W. E. Ferguson, President, Columbus and Franklin County Campfire Girls, *Chairman*

Saturday, May 6, 6:30 p. m., Deshler-Wallick Hotel
Dinner of National Association of Broadcasters. Institute members invited.
John Harold Ryan, President, *Chairman*

Sunday, May 7, 9:30 a. m., Room 1212, Deshler-Wallick Hotel
Brunch and annual business meeting of the Association of Women Directors, NAB (Closed Session)
Ruth Chilton, President, *Chairman*

Sunday, May 7, 12:00-2:00, Room 221, Deshler-Wallick Hotel
Business session of the National Association of Educational Broadcasters
Frank E. Schooley, Program Director, Station WILL, University of Illinois, Executive Secretary, *In Charge*

Sunday, May 7, 12:00 noon, Deshler-Wallick Hotel
Luncheon of Alpha Epsilon Rho
Judith Waller, Honorary President, *Chairman*

Monday, May 8, 12:00 noon, Deshler-Wallick Hotel
Luncheon of Advisory Committee, Chicago School Broadcast Conference
George Jennings, *Chairman*

NETWORK BROADCAST ORIGINATING DURING THE INSTITUTE

Thursday, May 4, 8:30-9:30 p. m., EWT. America's Town Meeting of the Air
Subject: Does Youth Want Social Security from the Cradle to the Grave?
The Blue Network from Station WCOL, Columbus. George V. Denny, Jr., President of Town Hall, Inc., *Moderator*

Notes

All meetings are scheduled on Eastern War Time.

It is imperative, due to war conditions, that reservations for sleeping room accommodations be made well in advance. Reservations for the Deshler-Wallick Hotel should be made by writing directly to the hotel. Single rooms are from $3.30 to $8.80; double rooms are from $5.50 to $13.20 with double or twin beds. All rooms are with bath.

All members of the conference are cordially invited to visit the Institute Headquarters Suite, Room 1648. Come there to meet your friends or to take in the view from the open air veranda (weather permitting). An audition room is provided, just adjoining, where recordings may be heard. All recordings entered in the Eighth American Exhibition will be available for auditing.

Open discussion on matters of radio education is one of the chief functions of the Institute. Members are urged to take part freely in the discussion.

The Institute for Education by Radio is a cooperative conference maintained through the interest and support of its members. The Ohio State University grants a small allotment to cover a portion of the expense, but the bulk of the cost for this annual meeting and for the printing of the proceedings is supplied by conference registration fees. The Institute pays neither honoraria nor expenses for its speakers, and it is the custom, in furtherance of the cooperative character of the meeting, for speakers and chairmen to pay registration fees on the same basis as other participants.

Conference registration facilities will be maintained in the main lobby of the Deshler-Wallick. The general registration fee is $4.00 which includes a copy of the proceedings, *Education on the Air, 1944* (separately priced at $3.00), and admission to all meetings. Single day registration is $1.00, single session registration is 50 cents, and student general registration is 50 cents. These latter registration cards admit the members to the meetings but do not include a copy of the proceedings. Special registration for those who do not wish a copy of the proceedings is $2.50. A registration card will be required for admission to *all* Institute meetings, except the pre-conference sessions.

Regular students in high schools and colleges may secure student registration cards upon presentation of fee cards or other evidence of school membership and upon payment of a special registration fee of 50 cents.

Each year the proceedings of the Institute are published under the title *Education on the Air*. The yearbooks may be purchased at $3.00 a copy from Ohio State University, except the 1935 yearbook, which may be purchased from the University of Chicago Press. A reduced price for back copies of the yearbook is made when purchased in sets. A set of the proceedings of past years is on display at the conference registration desk.

Tickets for the dinner Sunday evening, May 7, may be purchased at the registration desk; the price is $2.75. All reservations for the dinner should be made by Sunday noon, May 7. Due to war conditions, dress will be informal.

The exchange of materials among the members of the Institute has proved helpful in the past. A table will be provided where this material may be placed. Members are encouraged to bring such materials for distribution.

A press room will be arranged for representatives of newspapers, press services, and magazines covering the Institute.

Grateful acknowledgment is made to the members of Epsilon Chapter, Alpha Epsilon Rho, undergraduate radio fraternity at the Ohio State University, who have kindly offered to assist in the many duties of arrangements and hospitality during the Institute.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 24. They are subject to change.

Monday, April 24

WNAC—The Yankee Network, Inc., Quincy, Mass.—C. P. to move auxiliary transmitter. **1260 kc.**, 1KW; for auxiliary purposes only.

Thursday, April 27

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif.—C. P. **1480 kc.**; 1 KW; unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, and Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted petition to reconsider and grant application (B3-P-3543) for construction permit to erect a new station to operate on **1490 kc.**, 250 watts, unlimited time, subject to Commission's policy announced January 26, 1944.

South Bend Broadcasting Corp., South Bend, Ind.—Granted construction permit for new station to operate on **1490 kc.**, 250 watts, unlimited time, subject to Commission's policy of January 26, 1944. (B4-P-3569)

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—Granted construction permit, subject to policy of January 26, 1944, to move transmitter to intersection of Rodeo Road and Santa Barbara, Los Angeles, and install new antenna. (B5-P-3551)

WSPR—WSPR, Inc., Springfield, Mass.—Granted construction permit, subject to January 26 policy, to increase daytime power from 500 watts to 1 KW, employing directional antenna. (B1-P-3554)

KOIL—Sidles Co., State Journal Printing Co. and Star Printing Co. (Transferors), Charles F. and James Stuart (Transferees), Central States Broadcasting Co. (Licensee), Omaha, Neb.—Granted consent to transfer of control of Central States Broadcasting Co., licensee of station KOIL from

Sidles Co., State Journal Printing Co., and the Star Printing Co., to Charles F. Stuart and James Stuart, by transfer of 1000 shares or 100% of the issued and outstanding capital stock of the licensee from Sidles Co. (500 shares), State Journal Printing Co. and Star Printing Co. (250 shares each), for $250,000. (B4-TC-358).

KFOR—Sidles Co., State Journal Printing Co., and Star Printing Co. (Transferors), Charles T. Stuart and James Stuart (Transferees), Lincoln, Neb.—Granted application for transfer of control of Cornbelt Broadcasting Corp., licensee of station KFOR, from Sidles Co. (501 shares), State Journal Printing Co. (250 shares), and Star Printing Co. (249 shares), representing 1000 shares of capital stock, for a consideration of $100,000. (B4-TC-354)

Raymond C. Hammett, Talladega, Ala.—Granted petition to reinstate application for construction permit for new station to operate on **1230 kc.**, 250 watts, unlimited time, transmitter site to be determined; and designated said application for hearing. (B3-P-3365; Docket No. 6402)

Truett Kimzey, Greenville, Texas; Beauford H. Jester, Waco, Texas; KDNT, Harwell V. Shepard, Denton, Texas; and WACO, Frontier Broadcasting Co., Inc., Waco, Texas.—Granted petition of Kimzey to reinstate application for construction permit for new station at Greenville, Texas, to operate on **1400 kc.**, 250 watts, unlimited time (B3-P-3343); granted petition of Beauford H. Jester, Individually and as Trustee for Callan, Kichs, Howell, Naman, Levy, Sams and Stribling, to reinstate application for construction permit for new station in Waco, Texas, to operate on **1230 kc.**, 250 watts, unlimited time, transmitter location and antenna system to be determined (Docket No. 6218); granted petition of KDNT to amend application for modification of license so as to request increase in power from 100 watts to 250 watts on its present frequency of **1450 kc.** (Docket No. 6325); and designated the application of Kemzey, Jester and KDNT for consolidated hearing with application of Frontier Broadcasting Co., Inc. (WACO), for construction permit to change frequency from **1450** to **1230 kc.** (B3-P-3574)

KTOK—Oklahoma Broadcasting Co., Inc. (Assignor), O. L. Taylor (Assignee), Oklahoma City, Okla.—Granted consent to voluntary assignment of license of station KTOK from Oklahoma Broadcasting Co., Inc., to O. L. Taylor, for the sum of $150,000. (B3-AL-401).

KOMO & KJR—Fisher's Blend Station, Inc., Seattle, Wash.—Granted request to change call letters of stations KOMO and KJR, so that KOMO, which now operates on **950 kc.**, with 5 KW, will take the call letter KJR, and station KJR, which now operates on **1000 kc.**, with 5 KW, will take the call letters KOMO.

The Commission approved power of attorney for the affairs of John R. Pepper, licensee of station WJPR, Greenville, Miss., appointing his wife, Alella R. Pepper his attorney-in-fact to manage and conduct all his business affairs.

LICENSE RENEWALS

Renewal of licenses for the following FM stations were granted for the period ending May 1, 1945:

WLOU, Detroit; KOZY, Kansas City, Mo.; WMLL, Evansville, Ind.; WENA, Detroit, Mich.; WNBF-FM; Binghamton, N. Y.; WMFM, Milwaukee, Wis.; WHFM, Rochester, N. Y.; KHJ-FM, Los Angeles; WHNF, New York; WSM-FM, Nashville; WIP-FM, Philadelphia; WDRC-FM, Hartford, Conn.; KYW-FM, Philadelphia; WOWO-FM, Fort Wayne; WFIL-FM, Philadelphia; WTNT, Pittsburgh, Pa.; WWZR, Chicago; WTIC-FM, Hartford, Conn.

KALW—Board of Education of San Francisco Unified School Dist., San Francisco, Cal.—Granted renewal of license for the period ending May 1, 1945.

WBOE—Cleveland City Board of Education, Charles H. Lake, Supt., Cleveland, Ohio.—Granted renewal of license for the period ending May 1, 1945.

WBAL—Hearst Radio, Inc., Baltimore, Md.—Granted renewal of license for station WBAL and auxiliary, for the period ending May 1, 1945.

DESIGNATED FOR HEARING

KAND—Navarro Broadcasting Assn. (A partnership), J. C. West, Pres., Corsicana, Texas; and Gene L. Cagle, Fort Worth, Texas.—Designated for consolidated hearing applications of KAND for construction permit to move transmitter and studio from ½ mile north of city on Highway #75, Corsicana, to Riverside Drive between Hawthorne and Lancaster Streets, Ft. Worth, Texas (B3-P-3558), and application of Gene L. Cagle for construction permit for new station at Fort Worth, Texas, to operate on **1340 kc.**, 250 watts, unlimited (facilities of KAND) (B3-P-3576).

MISCELLANEOUS

WELO—Birney Imes, Jr., Tupelo, Miss.—Granted modification (B3-MP-1743) of construction permit authorizing a new station, for approval of studio and transmitter locations at 212 Spring Street, Tupelo, and on U. S. Highway 45, 1250 ft. due South of City limits of Tupelo, respectively.

KVOP—W. J. Harpole and J. C. Rothwell, a Partnership, Plainview, Texas.—Granted modification (B3-MP-1734) of construction permit authorizing new station, for approval of antenna and approval of studio and transmitter sites at Ware Hotel Bldg., 111 West Sixth St., Plainview, and between 7th and 8th Streets, College Heights Addition, Plainview, respectively.

WNYG—City of New York—Municipal Broadcasting System, Portable-Mobile, area of New York, N. Y.—Granted construction permit for reinstatement of relay broadcast station WNYG, to be used with applicant's standard station WNYC; frequencies **1622, 2058, 2150, 2790 kc.;** 40 watts.

WNYD—City of New York—Municipal Broadcasting System, Portable-Mobile, area of New York, N. Y.—Granted construction permit for reinstatement of relay broadcast station WNYG, to be used with applicant's standard station WNYC; frequencies **1622, 2058, 2150, 2790 kc.,** 40 watts.

KDB—Don Lee Broadcasting System, Santa Barbara, Cal.—Granted special temporary service authorization to permit broadcast of calls directed to longshoremen, in accordance with request of the Pacific Coast Maritime Industry Board, service to be rendered without charge.

KFOX—Nichols & Warinner, Inc., Long Beach, Calif.—Granted special temporary service authorization to permit broadcast of calls directed to longshoremen, in accordance with request of the Pacific Coast Maritime Industry Board, service to be rendered without charge.

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Cal.—Granted motion for continuance of hearing now scheduled for April 27 to July 26, in re application for construction permit.

WNAC—Yankee Network, Inc., Boston, Mass.—The Commission on its own motion continued the hearing now scheduled for April 24 to June 26, on application for construction permit to move auxiliary transmitter.

APPLICATIONS FILED AT FCC

560 Kilocycles

WQAM—Miami Broadcasting Co., Miami, Fla.—Modification of license to use auxiliary transmitter during night hours of operation.

610 Kilocycles

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Extension of Special Service Authorization to operate with an RCA type 10-DX transmitter, on **660 kc.**, 10 KW power, unlimited time for the period 6-1-44 to 5-1-46.

1240 Kilocycles

WMIS—Natchez Broadcasting Co., Natchez, Miss.—Construction permit to change frequency from **1490 kc.** to **1240 kc.**

KYUM—Yuma Broadcasting Co., Yuma, Ariz.—Acquisition of control of licensee corporation by John J. Louis through purchase of 12,350 shares of common stock from R. N. Campbell, D. Morgan Campbell and Eleanor McCoy. Contingent upon granting of B5-TC-367—KTAR.

1270 Kilocycles

WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Construction permit to install a 250 watt transmitter to be used for auxiliary purposes.

1340 Kilocycles

WWPG—Palm Beach Broadcasting Corp., Palm Beach, Fla.—Relinquishment of control of licensee corporation by Charles E. Davis through sale of 125 shares common stock to Ajax Corporation.

NEW—Alabama Broadcasting Co., Inc., Sylacauga, Ala.—Construction permit for a new Standard Broadcast Station to be operated on **1340 kc.,** power of 250 watts and unlimited hours of operation.

KGEZ—A. W. Talbot, Kalispell, Mont.—Authority to make changes in automatic frequency control equipment.

1420 Kilocycles

NEW—Consolidated Broadcasting Corp., Ponce, P. R.—Construction permit for a new Standard Broadcast Station to be operated on **1420 kc.,** 250 watts power and unlimited hours of operation. Facilities of WPRP.

1450 Kilocycles

WLAY—Muscle Shoals Broadcasting Corp., Muscle Shoals City, Ala.—Voluntary transfer of authority of licensee corporation from Joseph Wiggs Hart and Joseph Carl Russell to Frank Mitchell Farris, Jr. (666⅔ shares common stock).

WMOH—The Fort Hamilton Broadcasting Company, Hamilton, Ohio.—Modification of construction permit (B2-P-3469) for approval of transmitter site and change of studio location.

FM APPLICATIONS

NEW—The Toledo Blade Co., Toledo, Ohio.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on **44500 kc.** with coverage of 8,400 square miles.

NEW—WPTF Radio Co., Raleigh, N. C.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on **43300 kc.** with coverage 23,343 square miles.

NEW—Josh Higgins Broadcasting Co., Waterloo, Iowa.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on **44300 kc.** with coverage of 26,943 square miles.

NEW—E. F. Peffer, Stockton, Calif.—Construction permit for a new High Frequency (FM) Broadcast Station to be operated on **45900 kc.** with coverage of 19,696 square miles.

NEW—Charleston Broadcasting Co., Charleston, W. Va.—Construction permit for a new High Frequency (FM) Broadcast Station.

TELEVISION APPLICATIONS

NEW—Radio Corporation of America, Area of Camden, N. J.—License for reinstatement of experimental television relay broadcast station W3XAD to be operated on **321000-327000 kc.,** power of 500 watts peak, A5 and A3 Emission. Amended to add Special Emission for FM-Aural.

NEW—Radio Corporation of America, Camden, N. J.—License for reinstatement of experimental television broadcast station W3XEP to be operated on Channel #5 **(84000-90000 kc.)**, power of 50 KW peak, A5, A3 and Special Emission. Amended to omit Special Emission for visual operation and change power to 30 KW peak.

NEW—The Tower Realty Co., Baltimore, Md.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #4 **(78000-84000 kc.)**

NEW—The Travelers Broadcasting Service Corps., Hartford, Conn.—Construction permit for a new Commercial Television Broadcast Station to be operated on Channel #7 **(102000-108000 kc.)**

MISCELLANEOUS APPLICATIONS

WNRA, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-48) for extension of completion date from 5-7-44 to 8-7-44.

WNRE, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-45) for extension of completion date from 5-7-44 to 8-7-44.

WNRI, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.,—Modification of construction permit (B1-PIB-49) for extension of completion date from 5-7-44 to 8-7-44.

WNRX, NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-50) for extension of completion date from 5-7-44 to 8-7-44.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

American Waxed Paper Association, 1532 Lincoln-Liberty Building, Philadelphia, and its 24 member manufacturers are charged in a complaint with engaging in a combination and conspiracy to restrain trade and fix prices in the interstate sale and distribution of waxed paper and waxed paper products. The complaint also is directed against the members of the Association's board of governors and its manager and secretary-treasurer, George J. Lincoln, Jr. (5149)

Caradine Hat Co., 8 South Fourth St., St. Louis, is charged in a complaint with violation of the Robinson-Patman Act by discriminating in price between different purchasers of its hats of like grade and quality. (5151)

Temple Bar College—A complaint has been issued charging Temple Bar College, 4717 Pillsbury Ave., Minneapolis, with misrepresentation in the sale of courses of study in theological and related subjects and in the conferring of so-called academic "degrees." The college, according to the complaint, was organized in April, 1943, for the purpose of "operating a Congregational College and Seminary offering courses of study in liberal arts and religious subjects, both in residence and through home study."

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Gold Medal Haarlem Oil Co., 190 Baldwin Ave., Jersey City, N. J., has been ordered to cease and desist from disseminating false advertisements which represent that the preparation variously designated as "Gold Medal Haarlem Oil" and "Gold Medal Haarlem Oil Capsules" is an effective and harmless treatment for ailments of the kidneys and bladder. The Commission finds that the preparation is an irritant diuretic which does not have the therapeutic properties claimed for it, and its indiscriminate use by persons whose kidneys are diseased may interfere with their proper functioning and prolonged administration may injure kidneys that are normal. (4865)

MacDougal Bros. et al.—Two orders to cease and desist have been issued which are directed against the practice of representing that potatoes produced in New York State are grown in Maine. One order is against Donald N. MacDougal and Dan A. MacDougal, trading as MacDougal Brothers, Avoca, N. Y.; the other against Bishop & Babbin, Inc., Atlanta, N. Y. Both firms are engaged in the sale and distribution of potatoes they grow in Steuben County, N. Y. (4990-5000)

Dr. Swett's Root Beer Company, Inc., 17 Battery Place, New York, stipulated that in advertising or selling Dr. Swett's Root Beer Concentrate it will cease and desist from any statement implying that the beverage made from the concentrate contains any ingredient that would make it a tonic for the nerves or of value in the treatment of dyspepsia, act as a stimulant, stomachic, carminative or dieuretic, or be of value in any form of kidney trouble, or that any ingredient contained in the beverage would impart to it therapeutic value. (3825)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Allied Minerals, Inc., West Chelmsford, Mass., engaged in the sale of Limeroll, a poultry food, and Byron H. and Harriet B. Clark, trading as The Yankee Writing Service, Guilford, Conn., an advertising agency which disseminated advertisements for the product, stipulated that they will cease and desist from representing that it will always insure proper grinding of the feed; provide the exact insoluble grit or calicum carbonate requirements of birds, when the "exact insoluble grit requirements" are unknown; and afford the right amount of calicum carbonate to effect a correct balance, when the "right amount" is unknown. (03208)

Columbia Galleries of New York, 98 Buena Vista Terrace, San Francisco, entered into a stipulation to cease and desist from certain misrepresentations in connection with the sale of photographs. (3822)

Dixie Poultry Farm & Hatchery, Brenham, Texas, and its president, Herber H. Drumm, entered into a stipulation to discontinue making certain representations in connection with the sale and distribution of baby chicks. (3821)

Gattis Chemical Co., 214 Woodland St., Nashville, Tenn., entered into a stipulation to cease and desist from disseminating any advertisement which fails to reveal that the laxative it sells under the name "Gattis' Crack Shot Pills" should not be used when abdominal pain, nausea or other symptoms of appendicitis are present; provided, however, that such advertisement need only contain the statement, "CAUTION: Use only as directed," if the directions for use on the label or in the labeling contain a warning to the same effect. (03207)

Radiator Specialty Co. et al.—Two corporations have entered into stipulations to discontinue representing that so-called "welding" compounds they sell will permanently repair metal parts.

Radiator Specialty Co., 1700 Dowd Road, Charlotte, N. C., stipulates that it will cease and desist from representing that its product known as "Block Weld" will effect a permanent repair of metal parts; from using the term "Block Weld" as a designation for a product that does not effect a weld or fusion of metal parts; and from representing that such a product welds cracked blocks, valve parts, water jackets or other metal parts. The company also agrees to discontinue representing that it has a branch office and factory in Toronto, Canada, or any other city, unless it actually maintains such an office and owns, operates or controls a factory as represented. (3823-3824)

NAB Reports
The National Association of Broadcasters

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 17, April 28, 1944

WPB CITES A. F. OF M. OFFICERS

James C. Petrillo, President of the American Federation of Musicians, and the officials of the Chicago and St. Paul locals of A. F. of M. have been directed by William H. Davis, Chairman of the National War Labor Board to appear before the Board next Monday (May 1) to show cause why penalties should not be visited upon them for refusal to call off strikes of musicians in Chicago and Minneapolis. Telegrams were sent by WLB to the Chicago local on April 21 and to the Minneapolis local on April 24, and also to Mr. Petrillo. According to the Board these telegrams, which ordered them to discontinue the strike and return to work, have been ignored.

The telegrams were based upon the "no strike" pledge made by organized labor. As reported in last week's NAB REPORTS (page 118), William Green, President of the American Federation of Labor, expressed disapproval of the Chicago strike and branded it as a violation of the A. F. of L. "no strike" pledge. He later communicated the same information to the Minneapolis local. According to reports the strikes were called by the unions to compel the use of additional union musicians as "pancake turners." In event the War Labor Board determines to assess penalties against the unions, these might include a recommendation for the cancellation of any draft deferments and the unions might be punished by withholding certain privileges accorded to them under War Labor Board policy. NAB will be represented at the hearing Monday.

PEABODY AWARD WINNERS ANNOUNCED

ATHENS, Ga.—The 1943 George Foster Peabody Radio Awards—the "Pulitzer Prizes" or "Oscars" of Radio—will be presented to the following:

Outstanding Community Service by a Regional Radio Station—"These Are Americans", KNX, Los Angeles, California.

Outstanding Community Service by a Local Radio Station—"Calling Longshoremen", KYA, San Francisco, California.

Outstanding Reporting of the News—Edward R. Murrow, CBS.

Outstanding Entertainment in Drama—"Lux Radio Theatre", CBS, and "An Open Letter to the American People", CBS—a double award.

Outstanding Entertainment in Music—"Music and the Spoken Word" (Salt Lake City Tabernacle Choir), KSL, Salt Lake City.

Outstanding Educational Program—"America's Town Meeting", Blue.

Outstanding Children's Program—"Let's Pretend", CBS.

A special citation has been voted for Bob Hope "in recognition of his untiring zeal and the high level of entertainment in his camp tours here and throughout the world. The joy and strengthened morale which he has given to the men and women of the armed forces can never be measured. The Peabody committee does not wish to overlook this superb contribution."

The announcement was made jointly by Edward Weeks, editor of the *Atlantic Monthly*, Boston, who is chairman of the Peabody Board, and Dean John E. Drewry of the Henry W. Grady School of Journalism, University of Georgia, through whose office the awards are administered.

The time and place of the actual presentations will be announced later, Dean Drewry said.

First awarded in 1941, the Peabody citations are designed to give additional recognition to meritorious public service by broadcasters and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia.

This year's selections are the result of an elaborate screening process, the most detailed in the history of the awards. Last summer under the direction of Mrs. Dorothy Lewis, coordinator of listener activity of the National Association of Broadcasters, listening-post committees were set up in more than 100 cities throughout the country. Dean John E. Drewry arranged for similar committees in many of the leading institutions of higher learning. The reports of these committees, plus scores of entries by stations and networks, were studied and incorporated in a digest and report prepared for the advisory board by a special faculty committee of the University of Georgia. After a preliminary screening, the board asked for additional information about certain programs. The individual board members then prepared their ballots. These ballots were consolidated by Chairman Weeks and Dean Drewry. The winners represent the majority opinion of all these screening groups.

Members of the Advisory Board are: John H. Benson, president, American Association of Advertising Agencies, New York City; Dr. Ralph Casey, director, School of Journalism, University of Minnesota, Minneapolis; Jonathan Daniels, editor, Raleigh (N. C.) *News and Observer* and Administrative Assistant to the President, Washington, D. C.; Mark Ethridge, publisher, Louisville (Ky.) *Courier-Journal and Times;* Joseph Henry Jackson, literary editor, San Francisco (Calif.) *Chronicle;* Waldemar Kaempffert, science editor, *New York Times;* Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director, Radio Education, Ohio State University, Columbus, Ohio; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody whose name the awards bear, president, "Yaddo"; Edward Weeks, editor, *Atlantic Monthly*, Boston, Massachusetts; Dr. S. V. Sanford, chancellor, University System of Georgia; and Earl J. Glade, mayor, Salt Lake City, Utah.

The Faculty Committee consists of Mrs. Mary S. Geston, chairman, assistant in journalism; Miss Florene Young, assistant professor of psychology; Byron Warner, assistant professor of music; George Blair, acting head, Department of Drama; E. Claybrook Griffith, associate professor of economics; Miss Lila Wenig, instructor in speech and radio; and Louis H. Edmondson, acting assistant professor of journalism.

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

WMAL CASE

Royal Montgomery, Hearing Officer for the War Labor Board, has submitted his report and findings to the Board in the controversy between Station WMAL and AFRA as to whether staff announcers should receive extra compensation for all local commercials.

In NAB Reports, Vol. 11, No. 44, page 444, it was reported that WMAL and AFRA had submitted their dispute to the War Labor Board and in the NAB Reports of November 26, Vol. 11, No. 48, page 475, it was reported that Joseph L. Miller, then NAB Director of Labor Relations, had appeared for WMAL and testified that extra compensation for all local commercials was not a prevalent practice in the industry.

In his report, Mr. Montgomery points out that the parties are WMAL and AFRA, which represents the 6 staff announcers employed at the station. "The two issues," says Mr. Montgomery, "are the method of payment of the employees involved and the retroactive date in case of any change in existing salary arrangements. The Union asks that the present base salary of two hundred dollars ($200.00) a month be retained and that a schedule of fees for assigned commercial broadcasts be included in the contract. 'Assigned' commercial broadcasts, in contract to 'selected' commercial broadcasts, are those in which the announcer is not selected by the sponsor or the advertising agency but is assigned to the broadcast by a radio station. The parties are in agreement that announcers' fees in the case of selected broadcasts are to be paid to staff announcers and only the question of whether a schedule of fees shall be paid in the case of 'assigned' local commercial broadcasts enters into the present case."

Continuing, the report says: "The employer proposes to increase the compensation of the staff announcers by an amount substantially equal to the fee proposed by the Union, but wishes this increase to be a flat amount for each of the staff announcers."

The employer submitted exhibits to demonstrate the result of the flat amount payment to the employees. This shows that with a base pay of $200.00 the total compensation would amount to around $250.00 a month and the employer indicated willingness to increase the present base salary to this amount. Commenting upon this, the Hearing Officer says, "Accordingly, there is not an issue between the parties of total monthly compensation but only of whether the proposed fee system be instituted or base salaries be increased by the amount that the fee system would have increased the total monthly income when averaged among the six staff announcers."

The other issue involved in the case is the retroactive date. The Union asks that any change in present salary arrangements be made retroactive to August 22, 1943, the date upon which negotiations between the parties terminated. The employer took the position that there is no basis for retroactive pay, and that in any event no increase should be made retroactive prior to October 15, 1943, when the case was certified to the War Labor Board.

History of the Case.

The last contract between AFRA and WMAL was dated March 1, 1940 and this contract had been continued in effect pending agreement of terms of a new one. At the time the original contract was entered into, WMAL and WRC were operated jointly by the National Broadcasting Company and the contract was between NBC and AFRA. In August of 1941, WMAL was purchased by the "Evening Star" Newspaper Company and later the Evening Star Broadcasting Company was incorporated. It was not until October 1, 1941, that the Evening Star Broadcasting Company started to operate WMAL but by agreement it became a party to the contract of March 1940. This contract expired November 27, 1942 but was continued on an interim basis. Negotiations with respect to the terms of the new contract were started in the fall of 1942 and were finally terminated in August 1943.

Contentions of Parties

The Union contended:

(1) That there is contractual obligation on the part of the Company under provisions of the contract of March 1, 1940, to negotiate a scale of assigned commercial fees such as has been agreed upon by the American Federation of Radio Artists and Washington stations in substantial competition with WMAL.

(2) That the flat increase method proposed by the Company would exceed the adjustment permitted by the "Little Steel" formula, but that the War Labor Board has approved the fee system in the case of contracts of other Washington radio stations and that this method of compensation adjustment is the only one which under the stabilization program has been approved.

(3) That the method proposed by the Evening Star Broadcasting Company would put other Washington radio stations with which the Union has contracts at an unfair competitive advantage, with resultant detrimental effect upon employer-employee relations in the other stations.

(4) That "assignd" commercial broadcasts necessitates as much, or more effort, skill and talent as do "selected" commercials, the payment of a fee for which is not in question.

(5) That assigned commercial fees are in the nature of payment for service rendered to sponsors or advertising agencies on commercial programs and being such are artists' fees separate from the base salary.

The Evening Star Broadcasting Company (WMAL) contended:

(1) That the provisions of Schedule I of the expired contract, invoked by the Union, do not involve obligations

NAB BOARD TO MEET

The NAB Board of Directors will meet in Washington May 8, 9 and 10. This will be the first opportunity that the Board has had to confer officially with Harold Ryan, who assumed the NAB presidency on April 15.

The tentative agenda calls for discussion of many matters of vital importance to the industry. Among these are legislation; the AFM situation, both as it affects the recording ban and the demand for "platter turners"; ASCAP relations, and the NAB Convention. Also, consideration will be given to the internal affairs of NAB.

on its part to agree to the schedule of fees requested by the Union, and incidental to this contention that this argument should not be considered by the Hearing Officer and the Board because it was not brought up in the negotiations for a new contract, but was first raised during the hearing.

(2) That commercial announcements have already been a part of the regular staff duties of the announcers and that it would be "wrong in principle" to compensate for time in the case of "sustaining programs" (i.e., programs broadcast on a non-commercial basis, the costs of which are borne by the station).

(3) That the method of payment proposed by the Union is also "wrong in principle" because it bears no reasonable relation to the value of the work.

(4) That WMAL is an independent station, and therefore is not subject to the pattern that has been established by Washington stations owned by national broadcasting companies.

(5) That the method, if introduced in the case of staff announcers, could be demanded by other employees.

(6) That the Union's plan would cause announcers to favor programs for which they were paid on an assigned fee basis to the detriment of sustained programs, and the management would be unable to maintain the degree of control over its employees that managerial functions necessitate it maintain.

Mr. Montgomery, the Hearing Officer, then presents the following analysis of the main issues involved:

"The Union has contended that paragraph 4 of Schedule I imposed upon the Company the obligation to agree to the method of payment proposed by the Union. This paragraph, as stated above, provided that nothing should prevent the parties 'from negotiating minimum rates and conditions for the services of staff announcers in reading commercial copy . . . but the AFRA (the Union) agrees that it will not require the Company, and that the Company shall be under no obligation, to negotiate with the AFRA with respect to such minimum rates and conditions for stations WRC and WMAL until such time as AFRA shall have commenced bona fide negotiations of such minimum rates and conditions for stations in substantial competition with WRC and WMAL in the area in which it serves, it being understood that such area is Washington, D. C.' Then follows a provision that subject to and in accordance with the foregoing, AFRA and the Company agree to negotiate such minimum rates and conditions in good faith. The Union called attention to the fact that the three stations agreed to be in substantial competition with WMAL (WRC, which was a twin station when the contract was negotiated in 1940, WTOP, and WOL) have entered into agreements with it which incorporate the scale of assigned commercial fees that the Union is requesting of WMAL. The Union alleges obligation on the part of the Company to agree to the proposed schedule of fees.

"The Company points out that it had attempted to negotiate 'minimum rates and conditions' for commercial fees after its competitors had commenced similar negotiations and that it negotiated in good faith. It calls attention, in substantiation of this position, to the fact that substantial agreement on all but assigned local commercials has been reached. The Company's position is that the agreement 'to negotiate minimum terms and conditions of employment' does not obligate it to agree to the particular scale requested by the Union for staff announcers assigned to local commercials."

He then states his conclusion that the Evening Star Broadcasting Company as successor to NBC which negotiated the March 1, 1940, contract is bound by the terms of the agreement which had been continued on an interim basis pending negotiations of a new contract, even though since August 1942 WMAL was operated as an entirely separate entity. He then says:

"However, the agreement 'to negotiate' terms and conditions of employment after negotiations with stations in substantial competition had been started does not involve obligation with reference to the specific character of said terms and conditions; and the fact that the schedule of fees proposed by the Union for its WMAL contract have become a part of the terms and conditions of the contract of the Union in substantial competition does not obligate WMAL to accept these terms and conditions. The fact that the point of contractual obligation was not raised during negotiations does not appear to the Hearing Officer to be one of controlling importance since the point was discussed in considerable detail by counsel and witnesses for both sides during the hearing. It is established that in spite of considerable delays caused by a variety of circumstances negotiations were carried on, and the testimony does not establish absence of good faith on the part of either party during these negotiations. Accordingly, the old contract did not obligate the Company to accept the proposed scale. A phase of this aspect of the Union's case to which the Hearing Officer believes attention should be called, and some weight attached, however, is the inclusion in the contract of steps for negotiations looking toward some uniformity of terms and conditions among the competing Washington radio stations."

KEEP SENDING NAB INFORMATION ON PERSONNEL IN ARMED FORCES

Still another letter of appreciation has been received by NAB from the ARMED FORCES RADIO SERVICE. Information on officers and enlisted men with previous program as well as technical experience is proving especially helpful in the selection and training of men for American Expeditionary Stations.

Have you supplied NAB with information on every member of your staff, man or woman, now with the armed forces? Check the list again! *Give us the complete radio background and present military address of each one.* It will be a service to victory and in addition may provide the means for transferring many of radio's armed forces personnel to posts which suit them better and enable them to serve more effectively. Send the information to Willard D. Egolf, Assistant to the President, National Association of Broadcasters, 1760 N Street, N. W., Washington 6, D. C.

In the summarization and conclusions the Hearing Officer says: (The following is a substantial verbatim copy of the Hearing Officer's report.)

The Washington Area Pattern

The four larger stations in Washington are WMAL, which is now a Blue Network affiliate, WRC, owned and operated by the National Broadcasting Company, WTOP, owned by the Columbia Broadcasting Company, and WOL, which is locally owned but is affiliated with the Mutual Broadcasting Company. There are also two low power stations (WWDC and WINX). The three larger stations cited by the Union as being the chief competitors of WMAL have signed contracts with the Union containing schedules of assigned commercial fees such as the Union requests of WMAL in this case, as had also, on the date of the hearing, one of the two smaller stations. The WTOP contract was signed prior to the time the United States became a participant in the war; the WRC contract in March, 1943, with approval of the Wage Stabilization Director, being dated August 19, 1943; and the WOL contract on September 1 of that year. The Union, on the basis of these facts asserts that fees for assigned commercial broadcasts have become the prevailing pattern in the Washington area to which WMAL should conform. The Company, on the other hand, has averred that there is no reason why it must conform to the pattern of the other Washington stations. Two of these, it has pointed out, are owned by national networks and these national networks, with an interest in their relations with the Union because of the over-all network operations, are influenced by considerations that do not obtain in the case of the independent WMAL.

The Hearing Officer concludes that the assigned fee feature is the prevailing pattern in the Washington area. While WRC and WTOP are owned by national headquarters, Station WOL, like WMAL, is a national network affiliate. It, like one of the smaller stations, has agreed to the fee system. The Hearing Officer believes that the establishment of this method of payment in Washington by all stations except the one here involved, taken in conjunction with the fact, mentioned above, that the old contract defines the competitive area as Washington, D. C., must be given consideration in arriving at the recommendation to be made in this case.

The National Pattern

The Union contends that the provisions of contracts between the Union and radio stations outside of Washington are irrelevant. Testimony was given by representatives of the Company on the national pattern, without direct assertion so far as the record reveals, that deviations between the national and the Washington patterns are of controlling importance. Testimony on the national pattern was also given by a witness for the Union. This testimony revealed that in New York, as well as in Washington, there are contracts involving local commercial fees; that in Cincinnati likewise such fees are included in the contracts; and that in other cities various compromises with the assigned commercial fee proposal here involved have been worked out. Apparently three general types of compromises have been worked out.

The Hearing Officer finds that the assigned commercial fee feature involved in this case does not occupy the place in the national pattern that it does in Washington, but that it or variations of it obtain at various places throughout the country. Also, the national pattern does not seem to be the one which should receive the weight in view of the already sketched circumstances of this case that is given to the Washington pattern. In view of the fact that the assigned commercial fee feature is not peculiar to Washington and in view of the already stated conclusion that the Washington pattern is the one of the greater relevance in this case, the Hearing Officer cannot regard the absence of the assigned fee provision in a good many cities, and the deviations from it in others, as dictating that this Washington station should not adopt the method of payment prevailing there.

Relative Effort in Sustaining and Commercial Broadcasts

The Company has contended that sustaining programs, for which it is not compensated by one of its customers, involved as great or greater, skill and effort than do commercial broadcasts. The Union through statements of its representatives and testimony of a witness has contended that commercials involve greater effort on the part of—make greater demands upon—the announcer than do selectives. All of the material introduced has been given careful consideration. The Hearing Officer does not find that this material establishes the fact of greater effort for skill in the case of commercial broadcasts.

The "Competitive Advantage" Issue

The Union's position is that to permit WMAL to compensate solely on the basis of a flat salary, while its competitors in Washington pay fees for assigned commercials, would place the latter at an unfair competitive advantage. This contention was predicated upon the hypothesis that under the flat salary arrangement there would not be opportunity to charge back to the Company the remuneration of the announcer, while under its proposal the Company has the privilege of charging this back to the sponsor as a talent fee. Testimony was also introduced indicating that at least in some cases the competing companies do charge back the announcers' fee. It was also brought out, however, that there is nothing to prevent stations with assigned commercial fees from absorbing these fees if they wish to, and that a station having the flat salary arrangement could, upon agreement with their customers, charge an announcer's or "talent" fee. Whether or not WMAL could absorb the fee appears, therefore, to be a matter of its decision in this matter of business policy and of the arrangements it could negotiate with its customers. The "competitive advantage" issue does not, therefore, seem to the Hearing Officer to be one of controlling importance; but uniformity in the method of wage payment among competing stations obviously would eliminate any development of competitive advantage that might obtain as a result of variations in these methods of wage payment.

Approval by War Labor Board

The Union takes the position that the method of increasing monthly remuneration of the announcers that it proposes has been approved by the War Labor Board, whereas an increase in flat salaries such as the Company proposes (i.e., an increase from $200 per month to $250) has not been. It has further contended that the increase in flat salaries is not allowable under the Little Steel formula. The Company, on the other hand, has contended that the approval by the War Labor Board of assigned fees for other Washington stations was tantamount to increasing the pay of the staff announcers, that since the basic question under the stabilization program is the increase in money wages rather than the method of payment, there is no reason why approval of its method should not be forthcoming and that the approval of the commercial fee scales in contrast to other stations did not constitute approval of the principle of assigned commercial fees. On August 10, 1943, the WRC schedule was approved, and later, according to testimony during the hearing, station WOL was advised that in view of the WRC precedent it need not submit for approval the scale of fees it had submitted. The Hearing Officer believes in this matter his function is chiefly that of recording the positions of the parties, not in deciding whether the approval of the assigned fee schedules established by other stations was in effect an approval of wage increases within the stabilization program. The present base pay, as already stated, is $200 per month. Examination of the contract of March, 1940 shows that the base pay there agreed upon was $180 per month. In answer to the query of the Hearing Officer it was stated that there has been no increase since January 1, 1941; and also that the March, 1940 scale had obtained since then. Since the scale in that contract was $180 a month, it is patent (a fact revealed by examination of the exhibits since the hearing) that either the present salaries of $200 per month began to be paid subsequent to the signing of this contract or else that immediately thereafter the Company began paying $200 a month. It is stated in the record, however, that there has been no increase since January 1, 1941. The increase in remuneration under either the Company's proposal or the Union's proposal would be, accordingly, about 25 per cent.

Retroactive Date

The Union has pointed out that negotiations broke down on August 22, 1943 because the Company refused to continue with them, and its position is that any changes in the existing salary arrangements should be retroactive to that date. The Company's position is that it proceeded in good faith, that it was not responsible for delays in the negotiations, that there should be no retroactive clause in the Board's Directive, but that if a retroactive date is set such date should be not earlier than that of certification of the case to the Board—October 15, 1943. Union Exhibit No. 3 shows that negotiations did continue on through October 22, 1943, and testimony during the hearing—while indicating considerable delay as a result of changes in the personnel of Union representatives, vacations on the part of those who served, and other reasons—did not indicate a lack of good faith bargaining. It is evident that an impasse was reached on August 22, 1943, and the period from August 22 to October 15, 1943 was one of efforts on the part of the United States Conciliation Service to bring the parties together on the issue. The Hearing Officer believes that the canons of the War Labor Board with respect to retroactive dates dictate, in these circumstances, that the proper retroactive date is October 15, 1943.

Miscellaneous Issues

Several other issues were introduced, chiefly in the form of argument in the Briefs or during the hearing, rather than through evidence submitted. (1) The Company has contended that, should the method of payment requested by the Union be established in the case of staff announcers, a similar arrangement might be granted to all other employees. The Union has pointed out that it is bargaining only for staff announcers and has contended that there is no reason why the maintenance or all other employees would have to be granted some kind of fee method of compensation. The Hearing Officer, while recognizing that any group of employees might ask for a method of compensation applicable in the case of other employees of the same employer, does not find evidence to substantiate the position that other employees of WMAL would ask for some sort of fee method of compensation and believes he must confine his considerations to the employment terms of the agreement between the American Federation of Radio Artists and Station WMAL. (2) The Company has averred that the Union's proposal is in effect a request for part of the gross income of the Company. This conclusion does not seem to the Hearing Officer logically to ensue. The Company would compensate the announcers under either the flat salary or the fee method of payment, irrespective of whether it wanted to, and was able to, charge back the announcers' fees, in the latter case, to the sponsors of the commercial broadcasts. (3) The Company has stated that the method proposed by the Union would cause announcers to favor commercial broadcasts to the detriment of sustaining ones, to which more than one-third of the time on the air is devoted. The Union has admitted no tendency in the direction of deterioration of effort in the case of sustaining programs, and there is not evidence to support the position of either party. (4) An objection to the Union's proposal, advanced by the Company, is that management would lose a necessary degree of control over its business and its employees under the proposed method of payment—that announcers' allegiance would be primarily to sponsors or advertising agencies rather than to the employer. Testimony of one of the witnesses for the Union indicated that announcers, when assigned to commercials, are acutely conscious of the fact that their performance must meet the approval of the sponsor as well as of the station. On the other hand, there are the facts that other companies have agreed to this method of payment, and that the announcers would still receive the greater part of their remuneration in the form of flat salary rather than fees. None of these "miscellaneous" issues appears to the Hearing Officer to be of controlling importance.

Conclusions

The Hearing Officer concludes:

1. The trade agreement of March, 1940, while containing provisions which made possible negotiations between the Union and WMAL of the same "terms and conditions" established by agreement between the Union and the competing radio stations in Washington, does not impose a contractual obligation upon the Company to institute the method of wage payment that now obtains in the case of announcers employed by WRC, WOL, and WTOP.
2. However, this method of payment in the competitive area defined in the contract of March, 1940 (i.e., Washington) has become the established pattern, WMAL being the only important station not to have it. This fact appears, in the circumstances of this case, to be deserving of considerable weight.
3. The national pattern indicates variations in the method of payment, with the method proposed by the Union obtaining here and there, but the national pattern is not controlling this case.
4. The evidence does not prove conclusively that other stations in Washington would be placed under a competitive disadvantage were WMAL to institute a flat salary increase instead of the fee system, although any effect the method of payment might have would be, of course, to equalize competitive conditions when all competitors had the same method.
5. The Stabilization Division has approved the method of payment requested by the Union; it has not in the case of radio announcers specifically approved the flat salary increase of the monetary equivalent to the fees asked by the Union.
6. The retroactive date in the case of the recommendation immediately following should be October 15, 1943.

Recommendation

The Hearing Officer recommends that the parties be directed to include in their contract provision for a base monthly salary of $200 a month and the scale of fees for assigned commercial broadcasts requested by the Union and set forth in Schedule I of the proposed contract.

NAB MUSIC COMMITTEE CONFERS WITH ASCAP

A sub-committee of the NAB Music Committee met in New York on Friday, April 21. Present were Campbell Arnoux, WTAR, Chairman; James P. Begley, KYW; and Frank White, CBS. Also attending were Sydney M. Kaye and C. E. Arney, Jr., Secretary-Treasurer of NAB.

Over 100 responses which had been received from stations operating under the ASCAP per-program were canvassed and facts regarding their relations with ASCAP were catalogued.

Mr. Arnoux and Mr. Begley had an extended conference with ASCAP officials. Specific questions regarding their future policy with reference to taxing announcements, etc., under per-program licenses were submitted and ASCAP has agreed to submit a written response to these inquiries prior to the meeting of the NAB Board of Directors to be held in Washington on May 8, 9 and 10.

NEW AWARD IS CREATED FOR RADIO CONTRIBUTION TO CAUSE OF DEMOCRACY

Columbus, Ohio: Creation of the Edward L. Bernays Radio Award of $1,000 to be given to the person making the greatest contribution during 1944 to democracy through the medium of radio is announced by Ohio State University.

A score of national leaders in education, government, business, and radio have approved the project, made possible through a gift by Mr. Bernays, New York public relations counsel, to Ohio State's Institute for Education by Radio.

Terms of the agreement provide that the award shall go to the individual who makes the outstanding contribution in the year 1944 in the field of radio "which furthers democratic understanding, democratic thinking, and democratic action by the people of the United States."

It is specifically stated that this award shall not go to a "corporation, station, or other multiple entity," although it may go to an individual within any of these organizations.

The suggestion for such an award was submitted to many national leaders and it has met with unanimous approval, according to Dr. I. Keith Tyler, director of the Institute for Education by Radio.

Among the comments received are these:

Vice President Henry A. Wallace: "If democracy is to have the vitality and vivid compelling interest necessary to enable it to compete against fascism after the fighting stops, it will be necessary for all the channels of public information to do a clean, aggressive job. That is why

I like the idea of stimulating the different broadcasting companies to develop program series to make democracy a more vital competitor against those dogmas which are not based on the fatherhood of God and the brotherhood of man. Democracy is really much more exciting than fascism but the representatives of democracy have not yet learned how to do as good a job as the representatives of the forces of evil."

Senator Robert F. Wagner: "At this time, when the efforts of the nation are concentrated upon winning the war, a project such as this emphasizes the importance of keeping constantly before us the democratic ideals for which we are fighting."

Governor John W. Bricker, Ohio: "In these troublesome times in which our nation faces momentous issues, the radio can play a significant part in ensuring the preservation of our traditional American faith in democracy. This worthy effort to encourage thinking and action with regard to our basic American beliefs is properly a concern of the Institute for Education by Radio which has throughout the years been a moving force in the continuing improvement of American radio."

Wendell L. Willkie: "I firmly believe that every effort which has as its goal stimulating public discussion upon the meaningful issues of the day merits attention and encouragement. (Such an award) does much to focus public interest upon this goal. This indeed is education in its true sense."

National Commander Warren H. Atherton, American Legion: "Democracy is the practical application to everyday living of the theory and ideals of liberty. It is not a static thing. It must be continuously reaffirmed and maintained because its freshness and strength must ever depend on individual as well as collective vigilance and devotion. That can best be done through education. Radio is the newest and one of the most powerful aids to education. It has a definite responsibility in building for future good citizenship. The award . . . is a distinct contribution to the cause of alerting our citizenry to the constantly increasing need of firmly defending and vigilantly upholding the ramparts of individual freedom as the bulwark of popular government. On them rests our cherished democracy."

Roger N. Baldwin, director, American Civil Liberties Union: "An award for the promotion of democracy by radio should focus attention on a public service not too well performed to date. The trouble with most of the programs intended to promote democracy is that they have avoided current controversy, relying heavily on the founding fathers. There is no sense in any such program that doesn't come to grips with the conflicts of our time in terms of democracy in all its aspects—political, economic, and international. Radio listeners will welcome an escape from platitudes and history."

KGER "LETTER FROM HOME"

KGER, Long Beach, keeps in touch with station alumni in military service by means of a 4 page illustrated letter, "The Long Beach Letter from Home." It's mailed every two weeks.

News from the men and women in service frequently is spotted on "Let's Not Forget", a daily show for the folks at home. The alumni may request a tune, for playing over the station, and name the person to whom it's to be dedicated.

NEWS WANTED!

National Foundation News is published monthly, 120 Broadway, New York, N. Y., by The National Foundation for Infantile Paralysis, Inc.

Howard J. London, radio director, would appreciate receiving stories concerning broadcasting personnel who have recovered from polio and are now working in the industry.

A recent issue carried such a story, that of Ted Campagna, Fargo, N. D., WDAY sports director and athletic coach of Sacred Heart Academy. Ted handles his two jobs on crutches. During the 1944 campaign he was also State Director of Radio Publicity.

Prepared by FCC from preliminary financial figures. Final figures will be published when all station reports are in.

FEDERAL COMMUNICATIONS COMMISSION
Washington, D. C.

April 26, 1944

DATA RE 100-WATT STANDARD BROADCAST STATIONS

During the year 1943 there were 40 standard broadcast stations operating with 100-watt power compared with 157 stations operating with this power and 3 stations operating with 50-watt power as of January 1, 1938. Five of the 40 are non-commercial stations. These stations were located as follows:

	Number of stations			*Number of stations*	
Location	*1938*	*1943*	*Location*	*1938*	*1943*
Alabama	4	1	Nebraska	1	0
Alaska	1	0	New Hampshire	1	0
Arizona	1	0	New Jersey	2	0
Arkansas	5	0	New Mexico	4	3
California	12	5	New York	8[1]	2
Colorado	5	1	North Carolina	5	0
Connecticut	3	0	North Dakota	2	0
Delaware	1	0	Ohio	5	0
Dist. of Columbia	1	0	Oklahoma	6	1
Florida	4	0	Oregon	5	2
Georgia	3	1	Pennsylvania	10	4
Illinois	8	2	Puerto Rico	1	0
Indiana	4	1	South Carolina	2	0
Iowa	3	1	South Dakota	4	1
Kansas	5	2	Tennessee	2	0
Louisiana	3	0	Texas	8	5
Maine	2	2	Utah	2	1
Michigan	5[1]	0	Vermont	1	0
Minnesota	2	0	Virginia	2	1
Mississippi	2	0	Washington	6[1]	0
Missouri	2	0	West Virginia	2	1
Montana	1	1	Wisconsin	4	2
			Total	160	40

---

[1] Includes one 50-watt station.

This is a decrease of 75% in the number of stations operating with this power at the end of 1943 compared with the number operating with power of 50 to 100 watts at the close of 1938.

Thirty-four of the 40 stations were licensed prior to 1938, 5 of which are non-commercial.

Twenty-nine of these stations have filed revenue reports for the year ended December 31, 1943, reporting net time sales amounting to $861,000, and the same stations reported $708,000 for the year 1942, an increase of 21.6%.

Eight of the 29 commercial stations showed a decrease in net time sales and the remaining 21 showed increases ranging from $22 to $60,934, and may be grouped as follows:

8 stations reporting decreases of $3 to $5,091
5 stations reporting increases of $22 to $1,000
8 stations reporting increases of $1,000 to $5,000
5 stations reporting increases of $5,000 to $10,000
3 stations reporting increases of $10,000 or more

29 total stations

Twelve of the 34 commercial stations serve as outlets for the major networks as follows:

Blue	1 station
Columbia	2 stations
Mutual	7 stations
National	2 stations
Total	12 stations

WTIC'S UNIQUE WARTIME PROGRAM

News of unique wartime promotional programs whose calibre and format are such as to do a constructive job, week after week, is solicited for publication in NAB REPORTS.

One such is "Connecticut on the Alert", WTIC, Hartford, a series which has continued for three years.

"Connecticut on the Alert" goes on the air every Wednesday, 7:45-8:00 p. m. Information on the broadcast has had no prior release; and the Thursday newspapers throughout the state give extended coverage to the program.

Practically every person of importance contributing directly to the state's war effort has appeared on the program at one time or another. Harold F. Woodcock, state war administrator, presides.

Governor Raymond E. Baldwin regards the productiveness of "Connecticut on the Alert" so highly that he has appeared six times since August 24.

As an example of immediate listener response, 40 prospective homes for foster children were located as the result of the February 16 broadcast.

The following brief program descriptions illustrate the wide scope of the subjects handled:

Commonsense Nutrition—Thomas W. Russell, deputy administrator, Conn. War Council.

Connecticut's Role in War—War Administrator Harold F. Woodcock, Gov. Raymond E. Baldwin.

Industrial Training—War Administrator Harold F. Woodcock; Prof. Lauren E. Seeley, Yale, regional advisor, ESMWT; W. S. Clark, works manager, General Electric Co.

Child Care Centers in Connecticut—War Administrator Harold F. Woodcock; Miss Clara Allen, Consultant on school-age problems, State Dept. of Education; Miss Anna McManus, supervisor, Child Care Centers, New Haven; Mrs. Lydia Mills, 143 Franklin Ave., Hartford; Lester A. Lanning, assistant plant manager, New Departure, Bristol.

Food Supply—War Administrator Harold F. Woodcock; Arthur Gosselin, member of War Council and chairman of sub-committee on Wholesale and Retail Food Distribution; Food Administrator Henry B. Mosle.

KMBC ADOPTS NEW STATION ADVERTISING THEME

Use of an institutional copy theme based on the wartime merits of the American system of broadcasting characterizes the KMBC advertising campaign now running in radio and advertising trade magazines, the Kansas City Chamber of Commerce magazine and via direct mail to advertising agencies and regional advertisers.

In a letter accompanying the first direct mail release Sam H. Bennett, KMBC Director of Sales says: "While naturally KMBC is 'open for business' it is felt that the accomplishments of radio as an industry have been so noteworthy, particularly in service to this nation at war, that it would be fitting that KMBC advertising be dedicated in behalf of American Broadcasting's service to the home and the community."

First advertisement carries the picture of Robert L. Mehornay, President of the Kansas City Chamber of Commerce and of the Mehornay Furniture Company. In a statement accompanying his picture Mehornay says: "Radio's contribution to the home front cannot be emphasized too greatly. I particularly recognize radio for its realistic approach to community problems brought on by war times. Yes, indeed, radio has earned its inherent right to play an important role in the moulding of a better post-war world."

Station copy looks to tomorrow, reciting plans for broadened responsibilities.

RADIO LARGEST SOURCE OF WAR NEWS, SURVEY SHOWS

(From "EVERY WEEK," WSAR weekly news magazine)

Interesting facts about the effects of wartime conditions on the habits of housewives were recently revealed in the publication of results of the second annual survey conducted by the Committee on Consumer Problems of Central New York. The survey was directed by Professor Hepner of Syracuse University, with trained interviewers arranging with officers of women's clubs to direct filling-in of questionnaires by representative housewives. Over 2300 families were studied in the report, a cross-sectional survey of one family out of every 50 in Syracuse, and one family out of 25 in the area surrounding the city.

One of the purposes of the survey was to ascertain from what source housewives obtained their news about the war. In the city, 644, or 69 per cent, answered "radio." In the outlying districts the proportion was somewhat higher, with 856, or 73.5 per cent, claiming their loudspeakers as the favorite medium for keeping themselves posted on activities on the world's battle fronts.

Sponsors of the survey were also interested in finding out whether or not women are spending more time in their homes during wartime, with the following results revealed: In Syracuse, 41 per cent stated they were in their homes more since the war, 9.5 per cent answered less, and 46.1 per cent claimed they are spending the same amount as before the war. Outside the city, 46.1 per cent claimed more time at home, while 61.1 per cent spend less and 45.1 spend apparently the same amount of time. The question was interesting and the results important from the viewpoint of radio, as women at home are potential listeners. The answers given, coupled with the fact that the majority of housewives depend on their radios for war news, would indicate that the home-makers in this typically American area find their radios of ever increasing importance in wartime.

While the survey was not concerned with the wartime value of radio as a medium of entertainment, it may be assumed that with nearly half the number of women interviewed stating they are spending more time at home now, they are relying on broadcasting more than ever before for diversion as well as information.

NATIONAL MUSIC WEEK CELEBRATION MAY 7-14

The following letter was received by Willard D. Egolf, NAB Assistant to the President, from C. M. Tremaine, Secretary of the National and Inter-American Music Week Committee, 315 Fourth Avenue, New York City:

"You may remember that one of the ways we suggested last year by which the radio stations could tie in with National Music Week was to broadcast the Star-Spangled Banner at twelve o'clock noon each day of the observance.

"Many of the stations carried out this suggestion last year, and it was most effective. We hope more will do so this year—the 21st annual observance. The dates are May 7-14, as Music Week always begins the first Sunday in May.

"Our Committee would be glad to hear from stations planning participation in this way; also to know of other special programs to be arranged for the occasion."

A battery of transmitters known as the American Broadcasting Station in Europe was slated to go on the air for the first time April 30 broadcasting direct from Great Britain to the countries across the English Channel and the North Sea, OWI announced this week. At present all Voice of America broadcasts from Britain are programs originating in OWI studios in New York and relayed to Europe by the British Broadcasting Corporation.

April 30 broadcasts it is understood will include transmission in the languages of France, Holland, Belgium, Norway, Denmark and Germany, in addition to English, which is the secondary language of many Europeans. The American Broadcasting Station in Europe will be programmed and operated at its own studios by the Overseas Branch of OWI.

Programs on the American Broadcasting Station in Europe will be carried on both medium and short wave. American broadcasts originating in Europe will total 8¼ hours daily. Six and three-quarters hours will be devoted to OWI programs and 1½ hours to programs prepared by BBC for OWI broadcast.

Inauguration of this new system culminates plans and arrangements begun two years ago by Robert E. Sherwood, Director of the Overseas Branch of OWI, and representatives of the British Government and the BBC, with whose operations those of the American Broadcasting Station in Europe are coordinated.

Federal Communications Commission Docket

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, May 1.

Federal Communications Commission Action

APPLICATIONS GRANTED

KCMC—KCMC, Inc., Texarkana, Texas.—Granted license (B3-L-1801) to cover construction permit which authorized change in frequency from **1450** to **1230 kc.** and changes in transmitting equipment. Also granted authority to determine operating power by direct measurement. (B3-Z-1587).

WIBC—Indiana Broadcasting Corp., Indianapolis, Ind.—Granted license to cover construction permit (B4-L-1802) which authorized increase in power from 5 KW day, 1 KW night, to 5 KW day and night, and changes in directional antenna system; conditions. Also granted authority to determine operating power by direct measurement (B4-Z-1588).

KWTO—Ozarks Broadcasting Co., Springfield, Mo.—Granted license to cover construction permit (B4-L-1780), which authorized change in hours of operation, installation of DA for night use, and move of transmitter. Also granted authority to determine operating power by direct measurement. (B4-Z-1561).

WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Granted modification of construction permit for change in antenna system (subject to January 26 Policy), and extension of completion date to 180 days after grant (B2-MP-1740).

WHOM—New Jersey Broadcasting Corp., Jersey City, N. J.—Denied special service authorization to operate with main studio at 29 West 57th St., New York City (in lieu of presently licensed studio location at 2866 Hudson Blvd., Jersey City), for period ending 8-31-44.

WCOV—Capital Broadcasting Co., Inc. (Assignor), G. W. Covington, Jr. (Assignee), Montgomery, Ala.—Granted consent to voluntary assignment of license of Station WCOV from Capital Broadcasting Co., Inc., to G. W. Covington, Jr., who owns all the issued and outstanding capital stock. No monetary consideration involved (B3-AL-407).

KTBI—C. C. Cavanaugh (Transferor), Harold S. Woodworth (Transferee), Tacoma Broadcasters, Inc. (Licensee), Tacoma, Wash.—Granted consent to transfer of control of Tacoma Broadcasters, Inc., licensee of Station KTBI from C. C. Cavanaugh to Harold S. Woodworth, for a total consideration of $13,080, representing 109 shares (54.5%) of licensee's stock (B5-TC-370).

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Granted in part petition for reinstatement of its application (B3-P-2939) for construction permit; denied petition for rehearing, reconsideration, and designation for hearing of the application for construction permit (B3-P-2887) of KNOE, Inc., Monroe, La.

WFLA—The Tribune Co., Tampa, Fla.—Granted application for construction permit to increase nighttime power from 1 to 5 KW and make corresponding changes in its present directional antenna array, subject to January 26 Policy, and to the condition that applicant submit measurements showing a minimum effective field intensity of 175 mv/m for 1 KW in lieu of meeting the minimum antenna height requirements of the standards.

DOCKET CASE ACTION

The Commission has announced adoption of an order (B-154) *granting* application of Chester A. Thompson, transferor, and the Brush-Moore Newspapers Inc., transferee, for consent to transfer control of Scioto Broadcasting Co. (formerly Vee Bee Corp.), licensee of Station WPAY, Portsmouth, Ohio, and the application of Scioto Broadcasting Co. for renewal of license for operation of Station WPAY, Portsmouth, Ohio, on 1400 kilocycles, 250 watts, unlimited time.

At the same time the Commission adopted as final, Proposed Findings of Fact and Conclusions (B-186), *denying* the application of S. E. Adcock, d/b as Stuart Broadcasting Co. (WROL), Knoxville, Tenn., for modification of license to change operating assignment, without prejudice to the filing of an application which will not increase interference to Station KWFT, Wichita Falls, Texas, and which will otherwise conform to Good Engineering Practice.

The Commission also adopted Proposed Findings of Fact and Conclusions (B-200), proposing to *deny* application of M. & M. Broadcasting Co. (WMAM), Marinette, Wisc., for modification of license requesting authority to change hours of operation from daytime only to unlimited, on 570 kilocycles, with power of 100 watts night, 250 watts LS, without prejudice to the filing of an application for operation, unlimited time, on a local frequency.

LICENSE RENEWALS

WBAM—Bamberger Broadcasting Service, Inc., New York City.—Granted license to use transmitter formerly licensed to experimental high frequency station W2XOR, as an auxiliary transmitter (B1-LH-45).

W9XMB—The Moody Bible Institute of Chicago, Chicago, Ill.—Granted license (B4-LST06), to cover construction permit for new ST broadcast station to be used with high frequency (FM) Station WDLM, subject to condition that licensee shall, when required materials become available, take immediate steps to comply fully with the rules, regulations and standards of the Commission.

WNYE—Board of Education, City of N. Y., Brooklyn, N. Y.—Granted renewal of non-commercial educational broadcast station, for the period ending May 1, 1945.

WBEZ—Board of Education, City of Chicago.—Granted renewal of non-commercial educational broadcast station, for the period ending May 1, 1945.

WIUC—University of Illinois, Urbana, Ill.—Granted renewal of non-commercial educational broadcast station, for the period ending May 1, 1945.

W9XER—Midland Broadcasting Co., Kansas City, Mo.—Granted renewal of developmental broadcast station license for the period ending May 1, 1945.

W10XF—National Broadcasting Co., New York City.—Granted renewal of developmental broadcast station license for the period ending May 1, 1945.

W10XR—National Broadcasting Co., New York City (Portable or Portable Mobile)—Granted renewal of developmental broadcast station license for the period ending May 1, 1945.

Granted petition filed by five FM stations in Philadelphia, Pa. (WIP-FM), (WFIL-FM), (WCAU-FM), (WPEN-FM), (KYW-FM), for extension of the waiver of Section 3.261

of the Commission's rules for the period ending May 1, 1945, to permit operation under cooperative plan.

WBRL—Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.—
WELD—WBNS, Inc., Columbus, Ohio.—Granted renewal of FM broadcast station license for the period ending May 1, 1945.
WGNB—WGN, Inc., Chicago, Ill.—Granted renewal of FM broadcast station license for the period ending May 1, 1945.
WHEF—WHEC, Inc., Rochester, N. Y.—Granted renewal of FM broadcast station license for the period ending May 1, 1945.

Licenses for the following FM stations were extended upon a temporary basis, pending determination upon applications for renewal, for the period ending July 1, 1944:

WBCA, Schenectady; WQXQ, WGYN, New York City.

MISCELLANEOUS

The following applications for FM broadcast stations were placed in the pending files pursuant to Commission policy adopted February 23, 1943:

Loyola University, New Orleans; G. W. Covington, Jr., Montgomery, Ala.; Central Broadcasting Co., Des Moines; Atlantic Coast Broadcasting Co., Charleston, S. C.; Saginaw Broadcasting Co., Saginaw, Mich.; Monroe P. England, Pittsfield, Mass.

The following applications for commercial television broadcast stations were placed in the pending files in accordance with policy of February 23, 1943:

Philco Radio & Tele. Corp., New York City; Stromberg-Carlson Co., Rochester, N. Y.; Philco Radio & Tele. Corp., Washington, D. C.; Capital Broadcasting Co., Washington, D. C.

WIRE—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Denied petition for reinstatement of its application for construction permit to change frequency from **1430** to **1190 kc.** and increase power from 5 to 50 KW. (The petition is denied without prejudice to reconsideration in event there is a change in conditions with respect to any pertinent application such as to warrant reconsideration.)

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted modification of construction permit to make changes in DA and ground system (subject to January 26 Policy), and extend completion date from 5-1-44 to 11-1-44 (B5-MP-1741). Also granted extension of special service authorization to operate by the indirect method on 560, 1 KW day and 250 watts night, unlimited time, using W. E. 304-A, 1 KW transmitter and 310′ vertical radiator for the period ending 11-1-44 (B5-SSA-101).

APPLICATIONS FILED AT FCC

770 Kilocycles

KXA—American Radio Telephone Co., Seattle, Wash.—Modification of license to change hours of operation from limited time to unlimited time.

1240 Kilocycles

WIBU—Wm. C. Forrest, Poynette, Wisc.—Authority to determine operating power by direct measurement of antenna power.

KPPC—Pasadena Presbyterian Church, Pasadena, Calif.—Modification of license to change hours of operation from sharing time with KFXM to specified hours.

NEW—Herman Anderson and Robert Franklin, Tulare, Calif.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, 250 watts power, unlimited hours of operation.

1400 Kilocycles

WLLH—Merrimac Broadcasting Co., Inc., Lowell, Mass.—Construction permit for increase in power from 100 watts to 250 watts and changes in transmitting equipment of synchronous amplifier.

1420 Kilocycles

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Construction permit to change frequency from **1390 kc.** to **1420 kc.**, power from 1 KW to 500 watts night, 1 KW daytime and hours of operation from daytime to unlimited time.

1450 Kilocycles

KJAN—KNOE, Inc., Monroe, La.—Modification of construction permit (B3-P-2887) for approval of transmitter site and antenna, change type of transmitter and studio location.

WLAY—Muscle Shoals Broadcasting Corp., Muscle Shoals City, Ala.—Voluntary transfer of control of licensee corporation from Joseph Wiggs Hart and Joseph Carl Russell to Frank Mitchell Farris, Jr. (666⅔ shares common stock).

FM APPLICATIONS

NEW—Cornell University, Ithaca, New York.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43300 kc.**, coverage of 15,000 square miles.

NEW—Courier-Journal and Louisville Times Co., Eastwood, Ky.—Construction permit for a new temporary Class 2 experimental high frequency broadcast station to be operated on **45700 kc.**, 1 KW power, special emission. Amended: re change in frequency from **45700** to **45500 kc.**

NEW—Oshkosh Broadcasting Co., Oshkosh, Wisc.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44500 kc.** with coverage of 3,810 square miles.

NEW—The Associated Broadcasters, Inc., San Francisco, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43100 kc.**

NEW—WIBX, Inc., Utica, New York.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45700 kc.** with coverage of 10,290 square miles.

TELEVISION APPLICATION

NEW—The Associated Broadcasters, Inc., San Francisco, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 (**96000-102000 kc**).

MISCELLANEOUS APPLICATION

NEW—WBKY, University of Kentucky, Beattyville, Ky.—Construction permit to move transmitter from Elementary School Bldg., Beattyville, Ky., to McVey Hall, University of Kentucky Campus, Lexington, Ky., make changes in equipment and antenna, increase power from 100 watts to 500 watts and change emission from A3 to special.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Dorene Publishing Co., Inc., and Joseph Kay as president of the corporation, both located at 1472 Broadway, New York, are charged in a complaint with misrepresentation in the sale and distribution of books and pamphlets on occult subjects, oils, incense powders and other articles allegedly designed for use in mystic and occult practices. The complaint alleges that the respondents have falsely represented among other things that a book entitled "The 7 Keys to Power" teaches purchasers to be successful in all enterprises and problems of daily life, including love, marriage and the acquisition of property. (5153)

General Baking Company, 420 Lexington Ave., New York, manufacturer and processor of bakery products, including "Bond Bread," has been ordered to cease and desist from violation of subsection (d) of Section 2 of the Clayton Act as amended by the Robinson-Patman Act, in connection with the sale of bread. The Commission finds that the respondent corporation contracted to pay, and paid, a limited number of its preferred customers located in Washington, D. C., Philadelphia, Norfolk, Va., Louisville, Indianapolis, Columbus, Ohio and elsewhere, varying amounts of money in consideration of and as compensation for advertising services and facilities to be furnished by the customers in connection with the handling, offering for sale and sale of its product. Advertising allowances varying in amounts from a minimum of 50 cents a week to a maximum of $525 a month were allowed to these customers as compensation for advertising services and facilities, with the understanding and agreement that the customers would advertise the products in newspapers, by handbills, bulletins and otherwise, while the respondent had not made such payments of advertising allowances available on proportionally equal terms to other customers who compete with the preferred customers in the distribution of the respondent's products. (5115)

H. A. Irving & Company, et al.—Violation of the brokerage section of the Robinson-Patman Act is alleged in a complaint directed against Harry A. Irving, A. L. Hoffman, Phelps E. Hollywood, William R. Ernst and Norma E. Irving, copartners trading as H. A. Irving Company, 206 Sansome St., San Francisco, engaged in the canning, packing and sale of sea food products. (5152)

Arthur Von Senden Co., Inc., 321 Boulevard of Allies, Pittsburgh, Pa., selling and distributing religious books, including The New Testament and a Catholic Prayer Book, is charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce.

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Consolidated Royal Chemical Corp., operating under the trade name of Consolidated Drug Trade Products, 544 South Wells St., Chicago, selling a medicinal preparation designated New Peruna Tonic, and Benson & Dall, Inc., 327 South LaSalle St., Chicago, an advertising agency which disseminated advertisements for the product, have stipulated to cease representing that the product will prevent or cure colds or shorten their duration; that it is of value for the treatment of symptoms of colds other than what effect it may have as an expectorant; that it will build resistance to colds, restore energy, increase weight, strength or vigor, or have any effect upon such conditions except insofar as it may act as a tonic; that it will stimulate vital functions, act as a conditioner, stimulate digestion or be of benefit to those whose digestive power has been diminished. (03210)

Diamond Man, 205 North Michigan Ave., Chicago, selling finger rings, has stipulated to discontinue use of the word "Diamond" as a part of their trade name until such time as a substantial part of the business in which they are engaged shall consist of the buying or selling of genuine diamonds. (03211)

Lawrence Mack, Inc., 2429 Grand River Ave., Detroit, and Lawrence B. Silverstein, 1630 S. E. 46th Ave., Portland, Oreg., stipulated to cease and desist from disseminating false advertisements concerning a weight-reducing preparation designated "Laxrid." The corporation is engaged in compounding the preparation and selling it through distributors, one of whom was Silverstein. (3827)

Schooley & Son, Luzerne, Pa., and Cargill, Inc., 761 Chamber of Commerce, Minneapolis, Minn., each selling a dry dog food preparation designated "Blue Streak Dog Ration," also referred to as "Blue Streak Dog Food," have stipulated that each will cease and desist from representing that the product contains meat and from publishing or disseminating any testimonial containing representations contrary to such agreement. (03212)

Wool Novelty Company, Inc., 10 West 20th St., New York, has entered into a stipulation to cease and desist from misrepresenting the fiber content and the origin of yarns it sells in interstate commerce. (3826)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Alexander Auerbach, 439 Broadway, Brooklyn, has been ordered to cease and desist from violation of the Wool Products Labeling Act and the Federal Trade Commission Act in connection with the sale of "shoddy," manufactured from woolen rags, clippings, and other wool waste. The respondent trades as Frank Corwin, Frank Corwin Co., Frank Cohen, David Demerer and Hanover Wool Stock Co. (5025)

A & N Trading Co., Inc., 8th and D Streets, N. W., Washington, D. C., engaged in the sale of clothing and other merchandise, has been ordered to cease and desist from misbranding wool products in violation of the Wool Products Labeling Act and the rules and regulations promulgated thereunder. The respondent corporation trades as Sport Center, A. & N. Trading Company, and A & N Trading Company, Inc. (4932)

National Crepe Paper Association of America, 1532 Lincoln-Liberty Bldg., Philadelphia, and eight corporations which manufacture all of the crepe paper produced in the United States have been ordered to cease and desist from conspiring to fix uniform delivered prices for their products. (4606)

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol 12, No. 18, May 5, 1944

RETAIL RADIO ADVERTISING MUST STATE TAX SEPARATELY

On and after Saturday, May 6th, according to an advanced release of the Office of Price Administration, the amount of the Federal excise tax must be *separately* stated in radio advertisements as well as in printed advertisements.

The instruction, termed "Amendment No. 1 to Supplementary Order No. 85—Collection by Retailers of Federal Excise Tax on Jewelry, Furs and Fur Trimmed Articles, Toilet Preparations and Certain Items of Leather Goods Imposed by the Revenue Act of 1943—effective May 6, 1944," stated:

"Retailers will not be required on and after May 6, 1944, to state separately the amount of the new 20 per cent Federal excise tax on cash register sales receipts, the Office of Price Administration provided today.

"The provision was made because cash register receipts are punched out by machine, and the OPA said that it would place an undue burden on retailers to require them to put the additional tax statement on this type of receipt. Other requirements for separate statement of the amount of the tax on sales receipts remain unchanged.

"In the same action, OPA made it clear that the amount of the tax must be separately stated in radio advertisements, as well as in printed advertisements.

"The agency also made it clear that the tax must be applied and stated by retailers on all non-alarm clocks, and not just on alarm clocks retailing for more than $5. The original order telling retailers how to apply the new tax and listing the commodities to which it applies, included only alarm clocks retailing for more than $5. Today's order includes all other clocks as well."

Station executives are urged to call this new order to the attention of sales managers, salesmen and continuity writers.

STANDARD COVERAGE STUDY UNDERWAY

The Technical Sub-Committee of the NAB Research Committee held the first of a series of meetings in New York, Thursday, April 27. The committee started its work of reviewing station coverage measurement methods which have been submitted to date.

Further proposals will be reviewed by this committee as received. Although no direct solicitation is being made, the committee is confident that those interested in the subject will direct their ideas to its attention. The committee's assignment is to review all methods available for measuring station coverage. The next meeting will be called in about three weeks.

Those attending the meeting were Roger Clipp, President WFIL, Philadelphia, Chairman; John K. Churchill, Director of Research, CBS; Edward F. Evans, Research Manager, Blue Network; Sidney Fishman, Manager of Research, MBS; Barry T. Rumple, Research Manager, NBC; Kenneth E. Greene, Assistant Research Manager, NBC; and Paul F. Peter, Director of Research, NAB, committee secretary. Frank N. Stanton, Vice President, CBS, was unable to attend.

AIR CORPS CASUALTIES AVAILABLE TO INDUSTRY

The Placement and Education Branch, Personal Affairs Division of the Army Air Corps Headquarters, has asked the NAB to assist them to determine the employment possibilities in the broadcast industry for medically discharged Air Force personnel.

Captain Morgan D. Wheelock, Chief of the Placement and Education Branch, in addressing the request to NAB, stated in part:

"The flow of Air Force casualties back into civilian life is beginning to be felt. It is the wish of General Arnold that these men receive every consideration and to this end an extensive rehabilitation program is under way. In conjunction with Government agencies, we are determined to see our men all the way back to the point where they are securely established as self-respecting, self-supporting citizens.

"Believing that you will wish to have a part in this program, I am enclosing the type of questionnaire which we believe will give us the information necessary to effect an intelligent training or job analysis. The prospective employees will not all be physically handicapped, but it will help us if we know the varying degrees of disability acceptable to each employer. . . .

"Those of your members who unite with us in this effort will favor us greatly by writing us to that effect, listing their offices and principal branches, and giving us the name of their Personnel Officer."

An "Employment Questionnaire" is being sent with this issue of the NAB Reports. You are urged to fill it out and return it as indicated.

TELEVISION IN SPOTLIGHT

Following closely on the heels of the statement issued last week by Paul W. Kesten, Executive Vice President of the Columbia Broadcasting System, in which he expressed the view that the adoption of television standards should be postponed until information now presumed to be locked up as a military secret is available, Chairman James Lawrence Fly issued (Wednesday, May 3) the following statement:

"It has been my view that the highest developments of which television techniques are capable of producing should be made available to the public as soon as may be feasible, consistent with the overall economic picture.

"At the same time it would be foolhardy to lock down future television service to the pre-war levels. Wartime research has been very productive.

"The public interest is paramount. American families should be given the benefit of the many technological improvements created in the laboratories in the stress of war. There should be no bottling up of such improvements

(Continued on page 146)

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

TELEVISION IN SPOTLIGHT

(Continued from page 145)

by artificial restrictions for the sake of temporary profits. And there should be no locking of doors against current research and development. Time should be taken now in doing this job rather than in debating what the engineering standards would be if the Commission were to fix them today.

"The Commission is concerned with the orderly introduction of any new standards which may be deemed desirable. This it will do in ample time to clear the way for production when production is possible.

"I assume that the FCC will not take any official action changing television standards until the Radio Technical Planning Board completes its present researches and submits its recommendations. Engineers of the Commission have been working closely with the Board and with other interested agencies.

"I have every reason to believe that the broadcasting industry, the manufacturers and the public will maintain an attitude of cooperation, patience and understanding while these problems are being thrashed out.

"It should be remembered that public discussion of television developments in war laboratories is handicapped by the lack of specific information which is a closely guarded military secret."

Through the Television Panel of the Radio Technical Planning Board, upon which NAB has representation, the technical discussions surrounding the development of television standards are being closely followed. It probably will be some weeks before any official pronouncement is made by the Board itself. As rapidly as developments take place they will be covered in the NAB REPORTS.

F.C.C. INQUIRY ON RR USE OF RADIO

The Federal Communications Commission has ordered an investigation and public hearings to inquire into the feasibility of using radio as a safety measure and for other purposes in railroad operations. The Commission invited the Interstate Commerce Commission to cooperate in the investigation and suggested a committee of ICC commissioners be named with a committee of FCC commissioners to preside over the hearings. Date for the hearings has not yet been set.

This investigation is the outgrowth of widespread interest in radio for railroads as the result of recent accidents, notably the wreck of the Congressional Limited, September 6 and of the Tamiami Champion, December 16, 1943.

This interest was evinced in numerous inquiries to the Commission and to members of Congress and in general press comment following each major rail accident.

Senator Burton K. Wheeler, Chairman of the Senate Committee on Interstate Commerce, suggested in a letter February 19, 1944, to Chairman James Lawrence Fly that the FCC in cooperation with the Bureau of Safety of the ICC investigate the feasibility of using radio in railroads. Mr. Fly's reply, dated March 9, 1944, outlined certain possibilities warranting investigation—a radio-operated "block system" for certain railroad lines; the use of radio in "flagging" operations; and end-to-end radio for communication between engines and rear-end cars.

Senator Harley M. Kilgore, Chairman of the Senate Subcommittee on War Mobilization, has also expressed interest in and heard testimony on the subject during recent months.

So far as is known, there is no radio system in *regular* use on any commercial railway line in the United States. Since March 21, 1944, the Commission has received applications for 22 *experimental* radio stations for use in railroad operations. The applications involve five large railway systems and three prominent radio manufacturing corporations. They are: Baltimore & Orio and Atlantic Coast Line; Chicago, Burlington & Quincy Railroad Co.; Atchison, Topeka & Santa Fe Railroad Co.; Chicago, Rock Island and Pacific Railway Co.; the Reading Co.; Bendix Radio Division of the Bendix Aviation Corp.; Westinghouse Radio Stations, Inc.; and the Jefferson-Travis Radio Manufacturing Corporation. Experimentation has also begun on the Denver & Rio-Grande Western and perhaps other railroads.

The Commission today authorized construction permits for nine experimental radio stations to be used on the B. & O. Railroad between Baltimore and Pittsburgh and on the Burlington Railroad between Chicago, Denver and into Montana.

The applications now pending before the FCC cover two-way radio communications between the despatcher and trains in motion, between trains, and between the head-end and rear-end of each train. Also contemplated is the use of "walkie-talkies" for flagmen and brakemen.

All of the above types of service involve two-way *radio* communications as distinguished from carrier-current systems which use low frequencies conducted through the rails or other metallic circuits adjacent to the right-of-way. Many tests using the latter method of communication, including those recently made by the Pennsylvania Railroad in New Jersey, have been sometimes erroneously reported as "radio" experiments.

Both the Radio Act of 1927 and the Communications Act of 1934 contemplated a development of railroad radio. The Communications Act specifically authorizes the FCC in its discretion to exclude from requirements of its regulations in whole or part any radio station upon railroad rolling stock.

The FCC points out that in planning now for the allocation of radio frequencies in the past-war period it must be informed as to the feasibility and desirability of using radio frequencies in railroad operations and to the probable future needs of the service. The greatly-expanded aviation industry and other services will be competing for frequencies in the post-war era.

A copy of the Commission's order is being sent to the Interstate Commerce Commission, the Office of Defense Transportation, the Board of War Communications, the Secretary of War, the Secretary of Navy, the Association of American Railroads, the Institute of Radio Engineers, the Radio Manufacturers Association, the Radio Technical Planning Boad and the Railway Labor Executives Association.

NAB ISSUES BULLETIN ON 5TH WAR LOAN

First bulletin to be issued on the 5th War Loan (June 12-July 7, inclusive), "War Bulletin No. 15," was put in the mails to all broadcast stations on May 3.

Under appropriate heads, beginning with "Kick Off" and ending with "Clean-up Drive," are briefed promotions that delivered during the 4th War Loan. For details of promotions, copy suggests that readers contact appropriate station managers.

Sales Bulletin Coming Soon

The second 5th War Loan Bulletin, on sales, is in preparation.

KFI POINTS UP FIGHT ON VENEREAL DISEASES

In a letter to NAB from W. B. Ryan, KFI, station activity in the nationwide fight on venereal disease is described as a public responsibility.

Tear sheet of a KFI trade paper advertisement accompanying the letter features a "stopper" headline: "A million people heard the word SYPHILIS—and liked it!"

Ryan's letter states:

"Though the Mid-Victorian attitude of "hush hush" about Syphilis has no place in the world today, it still takes a stout heart and a powerful conviction to put 50,000 watts of broadcasting power behind a series of dramatizations based on venereal diseases!

"This stands as a two-fisted challenge to Radio to perform an urgent war-time service.

"We of KFI decided to meet this challenge by creating and broadcasting a weekly dramatic program entitled "THE UNSEEN ENEMY." The programs approach the subject forcefully . . . honestly. They ask public cooperation in the control of Syphilis by naming it what it really is—a public responsibility.

"We regard such public service programming as our obligation as licensees of a major broadcasting station in a community of over three million people. It is our privilege to be able to use our own initiative, our own talent, in rendering this service. At the same time, it is our promotional opportunity, because such programming unites the station and its listeners in a local bond of local interests and local responsibilities.

"Your interest in good radio and in worthwhile community service prompts us to call to your attention what we, like scores of other major broadcasting stations, are doing to preserve and promote the American system of broadcasting."

STATEMENT TO THE ADVISORY COMMITTEE ON PUBLIC EDUCATION FOR THE PREVENTION OF VENEREAL DISEASES, U. S. PUBLIC HEALTH SERVICE

Washington, D. C., April 27, 1944

(Delivered by Willard D. Egolf, NAB Assistant to the President)

"The need for public education on the subject of venereal disease is a challenge to radio, as an instrument of mass communication.

"In considering the use of radio, however, we must be careful to appraise it properly. After studying the agenda for today's meeting, I decided that it would be more important to define the medium of radio than to discuss the logic of its use for programs dealing with venereal disease, and whether or not they should include a discussion of sex promiscuity as a major causative factor. As to sex promiscuity, radio is already striking hard blows against it through programs dealing with juvenile delinquency. The same technique could be transferred to programs combating venereal disease.

"But all will fail if we do not understand how to approach radio. The background information accompanying today's agenda speaks with considerable meaning of the "national radio networks." This would lead me to believe that the paper presented by the Chief of the NAB News Bureau last June at the New Jersey Federal-State War Conference on Social Protection has been forgotten or ignored. I should like to re-file that paper here today, with your permission, simply to show that the fundamental approach to radio has not changed. Also I should like to file with you a copy of my remarks before the Health Conference of the New York Academy of Medicine last December.

"In these two papers you will find that the discretion as to the use of program material dealing with venereal disease or any other subject rests solely with stations managers. National radio networks cannot, and do not wish to be placed in the position where they are believed to, control station programming. The finest program that a network could prepare on the subject of venereal disease might not reach the air over more than a handful of stations if the managers of the remaining stations felt that the subject was not appropriate or tasteful for their local audiences.

"The Communications Act under which broadcasters are licensed to operate a radio station places the responsibility for proper program selection entirely on the licensee, who is the broadcaster. Therefore, I urge careful study of the material which I am filing with you, wherein you will find that radio stations must be approached one at a time, in their own communities, against the background of local public feeling. Consulted in this manner by the proper authorities, I predict that you will find the broadcasters of this country willing to devote every energy to the solution of this public health problem."

"AMERICA'S SECRET WEAPON" FILM AVAILABLE TO STATIONS

"America's Secret Weapon," the sound slide film produced jointly by the Advertising Federation of America and the Committee for Economic Development, is now being booked by A.F.A. affiliated ad clubs throughout the country.

For cities and towns where there are no organized ad clubs affiliated with A.F.A., or where special showings are desired, radio stations may obtain the film and sound record for only $6.50. Address the Committee for Economic Development, 285 Madison Avenue, New York 17, N. Y., for details, particularly the name of your local C.E.D. Community Chairman, who will give you cooperation in your showings.

"America's Secret Weapon" tells the part advertising can play in attaining and maintaining high levels of production and employment in the postwar period. It should be of interest to everyone concerned with the vital problem of post-war employment. Nature of the production makes it most adaptable to slide-film presentation.

The film is a standard sound slide, requiring a single frame 35 mm. projector, and for the sound record, a turntable of 33-1/3 rpm. It is slightly less than 30 minutes in length. Introductory and closing remarks by a qualified local speaker, which would add materially to the interest and value of the program, should not extend the time beyond 40 minutes.

WOWO's "Proudly We Hail"

WOWO's "Proudly We Hail," written and produced by the staff, is a five times weekly quarter-hour that is doing an outstanding job in furthering the war effort.

The program developed from an all-day promotion which the Fort Wayne station broadcast July 4, 1943, when the entire day was dedicated to local war heroes. Dramatized stories of events in the lives of these local heroes were used as background for war bond plugs. Mothers with the most sons in the service were heard throughout the day. The dramatic climax was reached in the final half-hour of the broadcasting day.

This was the dramatized life story of Captain Richard Miller of Fort Wayne. He was one of the bombardiers participating in General Doolittle's Tokyo raid.

As now broadcast the program is a one-man dramatization, utilizing voice, incidental music, sound effects and localized versions of war effort promotion.

All of the five weekly quarter-hours are sponsored by various war essential industries. The commercial is limited to sponsor mention and institutional copy. WOWO and the sponsors have received many unusual and appreciative letters.

J. W. Hussy of the Department of Justice, who heard the program in Washington, wrote for copies of one broadcast.

Sgt. Major Barnes of Canada commented that he listened every night.

The Home Telephone Company of Fort Wayne wrote: "This is to thank you, for the fine salute and tribute to telephone operators on your 'Proudly We Hail' program over WOWO. We, of course, feel that telephone operators are making, in a quiet way, a most important contribution to the war effort."

National Franklin Institute of Philadelphia wrote regarding a Franklin program: "You have selected the very subjects which are uppermost in our consciousness today and have made Franklin speak authoritatively on these subjects. Our committee believes that this broadcast was a considerable contribution to the morale of our home front."

The sheriff of Allen County, Indiana, wrote: "Your localization of the war effort and the human interest injected in your programs 'Proudly We Hail' has done much to aid in putting over many of our drives, and, in general, I believe is one of the most powerful forces in influencing the home front we have so far come in contact with."

NAB REPORTS solicites accounts of similar programs.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, May 8. They are subject to change.

Wednesday, May 10

Consolidated Hearing

KOMA—KOMA, Inc., Oklahoma City, Okla.—C. P., **690 kc.**, 500 watts night, 5 KW day, unlimited. (Request facilities of KGGF.)

KOMA—KOMA, Inc., Oklahoma City, Okla.—Renewal of license, **1520 kc.**, 5 KW, unlimited.

KGGF—Hugh J. Powell, Coffeyville, Kansas.—C. P., **690 kc.**, 1 KW (DA day and night), unlimited.

KGGF—Hugh J. Powell, Coffeyville, Kansas.—Renewal of license, **690 kc.**, 500 watts night, 1 KW LS, unlimited.

Friday, May 12

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Renewal of license, **1320 kc.**, 100 watts daytime.

Federal Communications Commission Action

APPLICATIONS GRANTED

KGHF—Curtis P. Ritchie, Pueblo, Colo.—Granted petition to reinstate and grant application for construction permit (B5-P-3414) for to increase day power from 500 watts to 1 KW, and make changes in transmitter, subject to Commission's policy of January 26.

WHOP—Paducah Broadcasting Co., Inc. (Assignor), Hopkinsville Broadcasting Co., Inc. (Assignee), Hopkinsville, Ky.—Granted consent to voluntary assignment of license of station WHOP, from Paducah Broadcasting Co., Inc., to Hopkinsville Broadcasting Co., Inc. The assignee, a 66% subsidiary corporation of the Paducah Broadcasting Co., Inc., will buy all of the station's property of any kind and description including cash on hand and accounts receivable for a consideration of 49 shares (65.3%) of assignee's stock and $1500 (B2-AL-404).

WSON—Paducah Broadcasting Co., Inc. (Assignor), Henderson Broadcasting Co., Inc. (Assignee), Henderson, Ky.—Granted consent to voluntary assignment of license for station WSON from Paducah Broadcasting Co., Inc., to Henderson Broadcasting Co., Inc., assignor will transfer all the station's property, including cash on hand and accounts receivable, to assignee in consideration for 44 shares (59%) of assignee's stock and a promissory note in the amount of $8,251.31. The remaining 31 shares, minority stock, is to be issued to individual members of the station's staff (B2-AL-405).

KEVE—Cascade Broadcasting Co., Everett, Wash.—Granted request to change call letters of station from KEVE to KTYW.

W2XWV—Allen B. DuMont Labs., Inc., New York City.—Granted construction permit to change experimental station to commercial operation to operate on Channel #4, **78000-84000 kc.**, to be located at 515 Madison Ave., New York, and to make changes in antenna system; to use call letters WABD (B1-PCT-21). Also granted license to cover same (B1-LCT-7).

KSJB—Jamestown Broadcasting Co., Inc., Jamestown, N. Dak.—Granted oral argument on application for modification of license to be held May 24, 1944; briefs to be filed on or before May 22.

DESIGNATED FOR HEARING

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Designated for hearing application for construction permit to change frequency from **1490** to **1240 kc.** (B2-P-3575).

MISCELLANEOUS

KPLT—North Texas Broadcasting Co., Paris, Texas.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1589).

KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted modification of construction permit for extension of completion date to 7-22-44, on condition it is subject to whatever action may be taken upon pending application for renewal of license (B4-MP-1742).

WEJC—National Broadcasting Co., Inc., Washington, D. C.—Granted construction permit to move relay transmitter from Trans Lux Bldg., to 11th and Penna. Ave., N. W., Washington, D. C. (B1-PRE-440).

KFFB—Blue Network Co., Inc., area of San Francisco.—Granted modification of relay station license to change equipment to conform with equipment licensed to NBC as relay station KEJK (B5-MLRE-116).

KFGY—Blue Network Co., Inc., area of San Francisco.—Granted modification of license to change equipment and reduce power from 100 to 75 watts, to conform with equipment licensed to NBC as relay station KNBC (B5-MLRY-52).

WTAG-FM—Worcester Telegram Publishing Co., Inc., Worcester, Mass.—Granted license (B1-LH-46) to cover construction permit for new FM broadcast station; frequency **46100 kc.**, unlimited time; studio location: 16 Franklin St., Worcester; transmitter location: Shrewsbury St., Holden, Mass.

The following applications for new high frequency (FM) stations, were placed in the pending file in accordance with Commission's policy of February 23, 1943:

Josh Higgins Broadcasting Co., Waterloo, Ia.; The Broadcasting Corp. of America, Riverside, Calif.; The Brockway Co., Watertown, N. Y.; Record-Herald Co., Wausau, Wis.; The Peninsula Broadcasting Co., Salisbury, Md.; Capital Broadcasting Co., Washington, D. C.; Herman Radner, Dearborn, Mich.; Rhea Howard, Wichita Falls, Texas; Broadcasters Oregon, Ltd., Portland, Ore.; Louis Wasmer, Inc., Spokane, Wash.; E. F. Peffer, Stockton, Calif.; American Broadcasting Corp., Lexington, Ky.

W8XCT—The Crosley Corp., Cincinnati, Ohio.—Granted modification of experimental television construction permit authorizing extension of completion date from 4-28-44 to 10-26-44 (B2-MPVE-111).

The following applications for construction permits for commercial television stations were placed in the pending file in accordance with Commission policy of February 23, 1943:

The Broadcasting Corp. of America, Riverside, Calif.; The Tower Realty Co., Baltimore, Md.; Bamberger Broadcasting Service, Inc., Philadelphia, Pa.; Bamberger Broadcasting Service, Inc., Washington, D. C.

KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted motion for order to take depositions in re application for renewal of licenses and for construction permits.

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Granted request to dismiss without prejudice application for construction permit (B5-P-3560).

WABI—Community Broadcasting Service, Bangor, Maine.—Granted motion for waiver of Rule 1.382 (b), and appearance in the matter accepted, in re application for modification of construction permit and renewal of license.

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Granted petition to intervene in the hearing on applications of KOMA for construction permit (requesting facilities of KGGF) and for renewal of license.

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Granted petition to intervene in the hearing on application of KGGF for construction permit (B4-2883) and for renewal of license (B4-R-710).

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—The Commission on its own motion continued until June 12 the hearing now scheduled for May 12 in re application for renewal of license of WNBZ.

APPLICATIONS FILED AT FCC

680 Kilocycles

KABC—The Alamo Broadcasting Co., Inc., San Antonio, Texas.—Construction permit to change frequency from **1450 kc.** to **680 kc.,** increase power from 250 watts to 10 KW night, 50 KW daytime, install new transmitter, directional antenna for night use and change transmitter location.

740 Kilocycles

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Construction permit to install a new ground system.

750 Kilocycles

WHEB—WHEB, Inc., Portsmouth, N. H.—Construction permit to increase hours of operation from limited to unlimited time and install directional antenna for night use.

910 Kilocycles

WRNL—Richmond Radio Corp., Richmond, Va.—Transfer of control of licensee corporation from John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers, Inc., 500 shares common stock.

1030 Kilocycles

NEW—Queen City Broadcasting Co., Inc., Boise, Idaho.—Construction permit for a new standard broadcast station to be operated on **1030 kc.,** 1 KW power and unlimited hours of operation.

1100 Kilocycles

KJBS—Julius Brunton & Sons, Co., San Francisco, Calif.—Transfer of control of licensee corporation from Mott Q. Brunton, Sherwood B. Brunton, Ralph R. Brunton and Mary Brunton to KJBS Broadcasters, a partnership consisting of Wm. B. Dolph, H. D. Pettey, E. N. Bingham, D. W. Clark, H. S. Mark, G. G. Dolph, E. P. Franklin and A. H. Lewis.

1240 Kilocycles

WOCB—E. Anthony & Sons, Inc., near Hyannis, Mass.—License to cover construction permit (B1-P-3561) which authorized construction of a new standard broadcast station.

WOCB—E. Anthony & Sons, Inc., near Hyannis, Mass.—Authority to determine operating power by direct measurement of antenna power.

WNLC—Thames Broadcasting Corp., New London, Conn.—Construction permit to change frequency from **1490 kc.** to **1240 kc.**

1350 Kilocycles

KID—KID Broadcasting Co., Idaho Falls, Idaho.—Transfer of control of licensee corporation from Jack W. Duckworth to Walter Bauchman, H. F. Laub and L. A. Herdti, 250 shares common stock, 100%.

1400 Kilocycles

KDNT—Harwell V. Shepard, Denton, Texas.—Modification of license to change frequency from **1450 kc.** to **1400 kc.** Amended: to request construction permit for equipment changes and increase in power from 100 watts to 250 watts on present licensed frequency of **1450 kc.,** omit request for change in frequency.

1450 Kilocycles

NEW—Midstate Radio Corp., Utica, N. Y.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** 250 watts power and unlimited hours of operation. Amended: re change in transmitting equipment.

1460 Kilocycles

KEVE—Cascade Broadcasting Co., Inc., Yakima, Wash.—Modification of construction permit (B5-P-3559) for antenna changes and change in proposed transmitter and studio sites.

FM APPLICATIONS

NEW—The Crosley Corp., Cincinnati, Ohio.—Construction permit for a new high frequency broadcast station (FM) to be operated on **45500 kc.** with coverage of 13,700 square miles.

NEW—Summit Radio Corp., Akron, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.**

NEW—E. F. Peffer, Stockton, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45900 kc.** with coverage of 19,696 square miles.

NEW—A. A. Schechter, Providence, R. I.—Construction permit for a new high frequency (FM) broadcast station.

TELEVISION APPLICATIONS

NEW—Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman, d/b as ALFCO Co., St. Louis, Mo.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (**78000-84000 kc.**).

NEW—The Tower Realty Co., Baltimore, Md.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (**78000-84000 kc.**).

MISCELLANEOUS APPLICATION

NEW—Western Michigan College of Education, Kalamazoo, Mich.—Construction permit for a new non-commercial educational broadcast station to be operated on **42500 kc.,** power of 1 KW and special emission.

Federal Trade Commission Docket

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why cease and desist order should not be issued against it.

Stevenson, Jordan & Harrison, et al.—Six manufacturers of porcelain enamel in its raw state are charged in a complaint with conspiring to prevent price competition and to monopolize the production and sale of their products, in violation of the Federal

Trade Commission Act. The business engineering firm of Stevenson, Jordon & Harrison, 19 West 44th Street, New York, which specializes in the management of trade associations, and its director Harry L. Moody, participated in the conspiracy, the complaint alleges. (5155)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Jim Drew's Hatchery & Poultry Farm, Dallas, Texas, selling and distributing chicks, has stipulated to cease and desist from use of the statement "R.O.P. Males Heading Our Finest Pens," or representing that any cockerels or males in the flocks producing chicks sold by him are U.S.R.O.P. males until such males fully comply with the requirements provided by the National Poultry Improvement Plan; and from use of any statement or representation conveying the belief that his hatchery is a U. S. approved hatchery, that he is a U.S.R.O.P. poultry dealer, or that chicks sold by him are produced in U. S. approved hatcheries. (3828)

Goldwasser & Friedner, 1441 Broadway, New York, selling and distributing textile fabrics, have stipulated to cease and desist from use of the term "Jerrisettes," either alone or in connection with the word "Printed," as a designation for or as descriptive of fabrics other than jersey fabrics; and from use of such term or other term or words simulating the word "Jersey" in any manner so as to imply that the fabrics are jersey fabrics. (3830)

Howard Inches Products, Inc., also trading as Inches Laboratories, and Assisto Foods, Chalfont, Pa., selling a cosmetic variously known as "Howard Inches Nite Caps," "Nite Caps Cream" or "Nite Caps," and a food known as "Papaya Preparation," has stipulated to cease representing that the preparation designated "Howard Inches Nite Caps" whether sold under that or any other name is of any value in the treatment of acne or other skin ailments; that it cleanses the skin pores of dirt or other foreign substance, does not make the skin greasy, relieves pain incident to any type of burn, produces an exfoliation of the skin, enhances the appearance of a user's complexion after one or more applications, is not a cosmetic, or that it contains nutritional factors favorable to proper care of the skin. (03213)

Simmone Company, et al.—A stipulation to cease and desist from certain misrepresentations in the sale of mattress ticking has been entered into by the Simmons Company, 230 Park Ave., New York, Rosemary Manufacturing Co., and Roanoke Mills Co., both subsidiaries of the Simmons Company located at Roanoke Rapids, N. C. The respondents agree to cease and desist representing or placing in the hands of others the means to represent that bed tickings treated with the process designated "Antisep-Tick" are thereby rendered safe or non-toxic to the extent that one's health or rest is guarded or secured against all types of disease germs or against the possibility of skin irritation; that such treatment is capable of retarding the growth of all types of harmful bacteria, in the presence of moisture or otherwise; that the chemicals in the process may be depended upon to eliminate perspiration or body odors from the mattress or that under such conditions of use the tickings will not retain offensive body and perspiration odors. (3829)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Acme Asbestos Covering & Flooring Co., et al.—An order has been issued prohibiting price-fixing and other restraint-of-trade practices by 19 manufacturers and converters of asbestos insulating materials who were found to be engaging in a combination and conspiracy to suppress price competition in the sale of their products. (4613)

American Assn. of Law Book Publishers—Twenty-seven publishing houses and the trade association of which they formerly were members, the American Association of Law Book Publishers, have been ordered to cease and desist from entering into or continuing any combination or conspiracy to fix prices for law books and other legal publications the respondent publishers sell in interstate commerce. The association was organized in 1923 and had its headquarters in Rochester, N. Y., until it was dissolved by the members in September 1940. (4526)

American Chemical Co., 229 Bradberry St., S. W., Atlanta, Ga., has been ordered to cease and desist from misrepresentation of a so-called anti-freeze preparation manufactured and distributed by it. (4956)

D. E. Hamiel, formerly trading under the name All-Winter Anti-Freeze Company, 329 East Long St., Columbus, Ohio, has been ordered to cease and desist from misrepresentation of a so-called anti-freeze solution designated "All-Winter Anti-Freeze" and "Chem-A-Cool," recommended for use in the cooling systems of automobiles. (5016)

International Research—An order to cease and desist from misrepresentation in the sale of mailing cards and questionnaire forms used in obtaining information concerning delinquent debtors has been issued against Edward Lowenthal, trading as International Research and as Bureau of Industrial Allocation, 188 West Randolph Street, Chicago, and against Sidney Dean Sarff and H. J. Whittington, 1420 New York Avenue, N. W., Washington, D. C. (4832)

Irvings—Dismissal of the complaint has been ordered brought against Irving M. Fogel, Ruth Fogel, Albert J. Fogel and Jean C. Fogel, trading as Irving's, 10th and E Sts., N. W., Washington, D. C. The complaint alleged that the respondents in newspaper advertisements circulated in the city of Washington had misrepresented the materials of which certain garments sold by them were manufactured. (5057)

J. P. Leonard Company, R. L. Jacoby, and Liberty Sales System, Inc., all located at 111 North Canal Street, Chicago, have been ordered to cease and desist from supplying to or placing in the hands of others sales plans or devices which are to be used or may be used in the sale of merchandise to the public by means of a game of chance, gift enterprise or lottery scheme, or selling or otherwise disposing of merchandise in the same manner. (4949)

Preferred Havana Tobacco Co., with its principal office at 257 Fourth Ave., New York, and a factory in Tampa, Fla., has been ordered to cease and desist from falsely representing that the cigars it manufactures in its Florida factory are made in Cuba and imported into the United States. The respondent also trades under the names Bustillo Bros. & Diaz, Inc., Calixto Lopez & Company, Lopez Hermanos, and Bances y Lopez. (4983)

Washington Institute, 1230 Vance Building, Seattle, selling courses of study and instruction intended for preparing students for examinations for certain Civil Service positions through correspondence courses, and its officials, agents and representatives have been ordered to cease and desist from false representations in connection with its business and use of the word "Institute" as a part of its trade name. (4890)

Table of Contents

January — April

BROADCAST ADVERTISING

Audience Measurement 103
Avery Speaks at National Men's Wear Ass'n Convention 17
Avery Speaks at NRDGA Annual Convention... 8
Department Stores Use Radio.................. 56
KMBC Adopts New Station Advertising Theme 141
NRDGA Promotion Clinic....................91–96
PER-Inquiry—Allen Miller Production........ 120
Per-Inquiry—Pitluk Advertising Co........... 11

Retail Promotion Plan Continues to Receive Radio-Retailer Acclaim ... 120
Retail Promotion Plan Results ... 16
Sales Managers Ex. and Research Committees Meet in Cincinnati ... 96
Sales Managers Hear "What Radio Buyers Want to Know" ... 40
Sales Managers Meetings ... 1–16–96
Station Coverage Prime Research Objective ... 109

DEFENSE
Advertisers War Effort Contribution ... 96
Armed Forces Radio Service Thanks NAB for Personnel Information ... 71
Paper Rationing Affects You ... 11
Stations War Effort Broadcasts ... 111
Voluntary Censorship Tightened ... 24
WROK Sponsors Showing of War Film ... 85

ENGINEERING
Crystals Now Available ... 89
District Engineering Committee ... 10
Fixed Condensers Available ... 110
FM Broadcasters Meet ... 25
FM vs. AM Television Sound ... 64
Industrial Sound Equipment ... 110
Joyce Forcasts Television at NRDGA Promotion Clinic ... 96
NAB Develops Training Technique for Women Studio Operators ... 83
NAB Operator Training ... 56–71
NAB Technician Pool ... 110
Television Meeting ... 32
Television Stations Listed ... 32
Two NAB Staff Directors Address IRE Convention ... 26

FEDERAL COMMUNICATION COMMISSION
Adair New Chief Engineer ... 58
Appropriations ... 24–33–92
Chairman Fly Speaks at FMBI Meeting ... 23
Committee Appoints John J. Sirica as General Counsel ... 104
Data Re 100-Watt Standard Broadcast Stations ... 140
Identification Break Waived ... 25
Inspection of Records, Order No. 118 ... 18
Jett Nominated to Commission ... 7–58
Jorgensen Joins Navy ... 92
NAB Files Brief on FCC Order 118 Amending Rule 1.5 ... 51
New Multiple Ownership Order ... 31
Newspaper Case Closed ... 7
Number of Stations—914 ... 42
Number of Stations—918 ... 113
Policy on C. P.'s Clarified ... 23
Proposed Network Recording Rule ... 31
Revises Multiple Ownership Compliance Procedure ... 101
Transfer of Control Regulation ... 12
W. Ervin James, Aide to Navy ... 105

GENERAL
Advertising Federation Calls Off Its Annual Convention ... 122
Broadcast Pleas Reduce Army Depot Absenteeism ... 4
Canadian Ass'n of Broadcasters Convention ... 61
College Degrees in "Radio Journalism" Seen by NAB Radio News Committee ... 26
Committee Studies College Radio Courses ... 32
Educators Request More Channels ... 32
Honorable Chan Gurney on Free Speech ... 103
Identification Break Waived ... 25
Imported U. S. Radios and Domestic Production Maintain Listening in Britain ... 19–57
Industry Thanked by Infantile Paralysis Foundation ... 55–65
Information Wanted on Infringement of a Radio Idea ... 89
Information Wanted on "Rape of Radio" Book Cover ... 19
Inquiry on Power Rates ... 110
Jack Hopkins, WJAX, Continues as President of the Florida Ass'n of Broadcasters ... 121
National Ass'n of Evangelicals Questionnaire ... 11
National Music Week ... 141
National Thrift Week ... 11
New Award Is Created for Radio Contribution to Cause of Democracy ... 139
No Attempts to Influence News by Advertisers ... 56
No More "Disclaimers" ... 118
"On The Air" Will Show Anywhere ... 105
Oregon-Washington Broadcasters Meet ... 96–104
Peabody Award Winners ... 135
Program Log Information Wanted ... 110
Proposed Sale of WBT ... 33
Radio Does a Job ... 77
Radio Largest Source of War News, Survey Shows ... 141
Railroads Test Radio Train Communication ... 121
Send Military Addresses to NAB ... 83–85–137
Stations Study Public Likes and Dislikes ... 56
Trammell Extols Radio and Press ... 4
WLS Has 20th Birthday ... 111
Women Staff New NBC Show ... 91
WOW Begins 22nd Year ... 111
WRVA Announcements Recover Sailor's Bag ... 70

GOVERNMENT
Crystals Now Available ... 89
D. Thomas Curtin WMC Radio Chief ... 104
FTC Report on Radio ... 12
Fetzer Replaces Ryan at Censorship ... 69
George P. Ludlam Succeeds Philip H. Coden at OWI ... 120
Internal Revenue—Talent Tax Status ... 63
More Treasury ETs for Sponsorship ... 31–57
Navy Dept. Compliments NAB ... 41
OWI Needs Overseas Personnel ... 64
OWI Overseas Recruiting Continues ... 122
Policy on C. P.'s Clarified ... 23
Voluntary Censorship Tightened ... 24
War Dept. Recognizes NAB Activity ... 31
WMC Continues Broadcasting in Essential Category ... 70
WMC Manpower Budget Plan ... 83

LABOR
Commission Employees—New Policy ... 2
William Green, AFL Prexy, Says WJJD Strike Unauthorized ... 118
Pancake Turners ... 52
Wage and Hour (Talent Fees) ... 15
WCOV Wins Arbitration Award ... 102
WMAL Case ... 136
WMC Appeals Procedure Modified ... 53

LEGISLATION
Brown & Rankin File Bills Affecting Radio ... 65
Brown Bill H. R. 431—Study and Investigation of News Released to Armed Forces ... 65
Clark Committee Hears Inter-Lochen Ban Story ... 89
International Communications Investigation ... 83
NAB Committee Meets with Chairman Wheeler ... 70–83
NAB Revises Legislative Recommendations ... 24
Rankin Bill H. R. 4151—Libel and Slander ... 65

MUSIC
Broadcasters Want Stronger BMI ... 62
Clark Committee Hears Inter-Lochen Ban Story ... 89
Commodore Records ... 53
Haverlin Leaves BMI—Joins MDS ... 89
Harold Ryan Elected President of BMI ... 118
NAB Music Committee Confers with ASCAP ... 139
WLB to Consider Petrillo Matter ... 95
WPB Cites A. F. of M. Officers ... 135

NATIONAL ASSOCIATION OF BROADCASTERS
1944 MEMBERSHIP CERTIFICATES ... 105
Annual Convention ... 31
Ass'n of Women Directors Stage Big Event ... 57
Audience Measurement Bureau Committee Meets ... 31
Avery's Talk Before NRDGA Convention ... 8

Board Meetings ... 15–136
Brief Filed on FCC Order 118 Amending Rule 1.5 ... 51
Broadcasters Discuss Essential Character of Radio ... 79
Canadian Ass'n of Broadcasters Convention ... 61
Code, Controversial Issues ... 77
Convention Site and Program Committee Meet ... 9
District 2 ... 78
District 3 ... 79
District 6 ... 69
District 8 ... 39
District 10 ... 39
District 12 ... 63
District 13 ... 62
District 14 ... 41–53
District 15 ... 104
District 16 ... 54
District 13 Broadcasters Want Even Stronger BMI ... 62
District Engineering Committee ... 10
District Meeting Resolutions ... 39
District Meetings Schedule ... 1–15–25
John E. Fetzer—8th District Director ... 39
Finance Committee Meet—January 10 ... 9
John J. Gillin—10th District Director ... 39
Kolin Hager—Director of District 2 ... 78
Legislative Committee Meets with Chairman Wheeler ... 70–83
Music Committee Confers with ASCAP ... 139
Navy Department Compliments NAB ... 41
News Sub-Committee Meets ... 18
Operator Training ... 56–71
Program Managers Executive Committee Meet ... 10
Public Relations Meetings ... 1–25
Radio News Committee ... 26
Radio News Committee Work Gets Further Cooperation ... 121
Revised Legislative Recommendations ... 24
Ryan New President ... 29
Ryan Expresses Faith in Broadcasting's Future ... 117
Ryan Now Active as NAB President ... 118
William B. Ryan—16th District Director ... 54
Sales Managers Hear "What Radio Buyers Want to Know" ... 40
Sales Managers Meetings ... 1–16
Salt Lake City Broadcasters Meet with Egolf and Avery ... 54
War Dept. Recognizes NAB Activity ... 31
William B. Way Re-elected 12th District Director ... 63
Hoyt B. Wooten—6th District Director ... 69
Ed Yocum 14th District Director ... 41–53

PROMOTION
Fourth War Loan ... 11–71
Broadcasting in the 4th War Loan ... 109
Bond Booths on Docks ... 11
Design Technique Versus Service Requirements —Irvin W. Stanton ... 45
Kansas City Goes in for Kid Shows ... 42
KMBC Issues Service Brochure ... 105
KXOK Has New Type Public Forum Broadcast ... 121
KXOK's "Jobs for Heroes" Gets Results ... 84
KRNT and KSO Launch "Food for Freedom Fair" ... 105
More Treasury ETs for Sponsorship ... 31
Post-War Radio Service ... 45
Radio in Service of Home and Nation—Arthur Stringer ... 48
Stations Ask for War Bond ETs ... 19
Stations Favor Continuance Bond Campaign ... 18
WAVE Sells in 4th War Loan Drive ... 70
WBZ Warcasts Increase Production, Raise Morale ... 111
WGAR and WJR Survey 75 Stations ... 56
WGAR's Library Promotion ... 32
WJR Brochure—"Victory F.O.B." ... 110
WRVA Careless Talk Slogan Contest ... 90
WTIC's Unique Wartime Program ... 141

PUBLIC RELATIONS
American Home Campaign Contest ... 85
Egolf Addresses Radio Council of Greater Cleveland ... 26
Fifteenth Institute for Education by Radio ... 123
KTSM Booklet on El Paso Radio Forum ... 85
Lewis, Dorothy Schedule Southern Tour ... 85
Meetings ... 1–25
NAB Ass'n of Women Directors Stage Big Event ... 57
Radio Councils Activities ... 19–26
Results of AWD General Survey of Women's Programs ... 122
Rochester Hospital Council Broadcasts ... 91
"Tell Us About Radio"—WGAR ... 90

RADIO TECHNICAL PLANNING BOARD
Panel #5 Changes ... 56
Panel #3 Meeting ... 55
Panel #4 Meeting ... 2
Panel #6 Meeting ... 64
FM and Television Panel Meetings ... 119

RESEARCH
Data Re 200 to 500-Watt Stations ... 121
Population Shifts ... 65
Radio Families—January 1, 1944 ... 17
Research and Sales Managers Ex. Committees Meet in Cincinnati ... 96
Station Coverage Prime Research Objective ... 109

SELECTIVE SERVICE
Communications Common Carriers Denied Deferments ... 109
New Developments ... 95
WMC Continues Broadcasting in Essential Category ... 70

TAXATION
Talent Tax Status ... 63

TUBES
Views on Production Differ ... 2

SPECIAL BULLETINS

A. F. of M. ... #24-#25

The Beam ... Vol. 2, #1-#2

BROADCAST ADVERTISING ... #9

INFORMATION ... #17

LEGISLATIVE ... Vol. 12, #1-#8

SELECTIVE SERVICE ... #17-#21

SWAP BULLETIN ... #46-#49

Employment Questionnaire

Date

Type of Work:

Name of Company:

No. Street City State

Employment Officer:
(First) (Middle Initial) (Last)

Branch Offices in Other Cities:

Salary Range While Training Starting Work

Restrictions: AGE EXPERIENCE

Local Housing Conditions Good Transportation
Yes or No

Training Available:

Free
Yes or No

Education Required: Common School ( ) High School ( ) College ( ) Professional ( )

Average Number of Employees Men Women

OVER

Faculties Required

VISION: .... Without glasses .... Color Vision .... Distant ....
Yes or No — Yes or No — Yes or No — Yes or No

Near .... Depth Perception ....
Yes or No — Yes or No

EXTREMITIES: Both Hands .... One Hand .... Both Arms ....
Yes or No — Yes or No — Yes or No

One Arm .... Both Legs .... One Leg ....
Yes or No — Yes or No — Yes or No

JOINTS: Free motion of Elbow, Wrist and Fingers .... Knees ....
Yes or No — Yes or No

Free motion of Shoulders and Hips ....
Yes or No

BLOOD PRESSURE: Normal .... LUNGS: Arrested Tuberculosis acceptable ....
Yes or No — Yes or No

HEIGHT AND WEIGHT: Describe any Restrictions ....

....

HEARING: Acute .... Partial Defect in one ear .... Both ....
Yes or No — Yes or No — Yes or No

Total Deafness ....
Yes or No

Would Facial Disfigurement be a bar to employment? ....
Yes or No

REMARKS or listing of Branch Offices: ....

....

....

....

RETURN TO: Personal Affairs Division
AC/AS, Personnel
Headquarters, AAF
Room 703, Maritime Building
1818 H Street, N. W.
Washington 25, D. C.

NAB Reports
NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol 12, No. 19, May 12, 1944

NAB BOARD MEETS

The NAB Board of Directors held a three-day session in Washington on Monday, Tuesday and Wednesday of this week. This was the first meeting under the presidency of Harold Ryan, who presided. All of the members of the Board excepting Roy Thompson, who was absent because of illness, and James D. Shouse and James W. Woodruff, Jr., who were prevented on account of pressing business matters from attending, were present.

Membership

Nineteen stations, whose applications for membership have been received in the interim since the Board last met in February, were formally approved for active membership. Four associate members were likewise approved. The list follows: KCMC, Texarkana, Texas; KFPY, Spokane, Washington; KFDA, Amarillo, Texas; KGKL, San Angelo, Texas; KMYR, Denver, Colorado; KOTN, Pine Bluff, Arkansas; KSWO, Lawton, Oklahoma; KVNU, Logan, Utah; KWTO, Springfield, Missouri; WBBZ, Ponca City, Oklahoma; WELO, Tupelo, Mississippi; WIND, Gary, Indiana; WKNE, Keene, New Hampshire; WMBO, Auburn, New York; WMIS, Natchez, Mississippi; WMOH, Hamilton, Ohio; WQBC, Vicksburg, Mississippi; WROX, Clarksdale, Mississippi; and WSLI, Jackson, Mississippi. (Associate)—Freeland & Olschner Products, Inc., New Orleans, Louisiana; The Katz Agency, Inc., New York, N. Y.; Keystone Broadcasting System, Inc., New York, N. Y.; and Spot Sales, Inc., New York, N. Y.

A full report of the recent District meetings was given which disclosed that representatives of 231 member and 28 non-member stations attended these sessions.

President Ryan submitted a comprehensive statement embodying his views of the internal affairs of NAB as based upon his observations since he assumed the presidency. A discussion of various NAB activities was had and upon Mr. Ryan's recommendation the Department of Public Relations was restored and Willard Egolf was named Director thereof, instead of Assistant to the President.

The subjects of audience measurement and station coverage were reviewed on the basis of reports submitted by the Special Audience Measurement Committee. A resolution was adopted commending the Audience Measurement Bureau Committee and referring its report to the Research Committee for study with the view to the submission to the Board at an early date of a detailed report with possible recommendations for the formation of a Bureau of Standards.

Broadcast Advertising Expanded

The expansion of the Department of Broadcast Advertising to include work on promotion of retail radio advertising was discussed and referred to President Ryan for action.

On the recommendation of the Sales Managers Executive Committee the President was authorized to appoint a committee consisting of members of the Sales Managers Executive Committee and the Public Relations Committee to investigate possibilities of making a talking motion picture or some other suitable presentation to be used by stations before schools, civic organizations, trade groups, etc., to bring about a better understanding of radio and its contribution to the national and community interest.

Another resolution emanating from the Sales Managers Executive Committee was likewise approved. It recommended the submission to the NAB membership at its next annual meeting for approval or rejection, the continuing discount clause to be added to the NAB-AAAA Standard Contract for station facilities.

The NAB budget for 1944 was formally approved with the understanding that the detailed administration thereof would be left to Mr. Ryan.

Proposed Bylaw Change

A proposed amendment to the By-Laws regarding dues classification was approved and recommended for submission to the membership. This amendment would remove the amount of dues in each classification but preserve the classification. It would empower the Board to determine each year the monthly dues applicable to the classification. Such a policy, it was thought, would give more flexibility to NAB's financial structure and might enable a reduction or an increase, if such seemed advisable, in the dues of the various member stations.

1944 Membership Meeting

The Board considered its previous action with respect to the 1944 membership meeting and authorized the issuance of a statement by President Ryan. Following is Mr. Ryan's statement:

"The vital role which radio broadcasting has played and in an increasing measure will play in the war effort has given rise to many problems. It is imperative that these problems be met effectively and after full consultation with military and other government leaders. A conference such as we contemplate holding in Chicago in late August affords the only opportunity for these necessary contacts.

"In recognition of the paramount needs of the armed forces for the transportation facilities we are urging that only the executives and key personnel of NAB active and associate members attend. In addition, the members of NAB standing committees will be urged to be on hand. The program will be strictly confined to a discussion of the relation of broadcasting to the war effort and to such routine matters as will enable the industry's trade association to function more efficiently in the national interest.

"In event of any emergency which may arise at the time set for the meeting, I am authorized by the Board to indefinitely postpone the session. Events will be carefully watched and if it is felt that our meeting will in any way impair the larger national interest, we will, of course, abandon our plans."

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Assistant to the President;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

Music—Legislation—Labor

A progress report of the NAB Music Committee was submitted setting forth the recent conversations had with ASCAP regarding the interpretation of its per-program contracts. The Committee was commended for the work which it has done and the matter was re-referred to it for the issuance of a complete statement.

A resolution was adopted respectfully requesting and urging the Federal Communications Commission to modify existing regulations requiring the identification of recordings and electrical transcriptions so as to lessen the frequency of such announcements on the ground that they become obnoxious and repetitious to the listening public.

Don Elias, Chairman of the NAB Legislative Committee, reviewed the status of legislation and reported that it was possible that a bill would be presented some time in the next week or ten days to the Senate Committee on Interstate Commerce. A resolution was adopted praising the committee for the energy exerted and the constructive results which it has thus far accomplished.

Sydney Kaye, Vice President and General Counsel, and Merritt Tompkins, General Manager of Broadcast Music, Inc., outlined the present status of BMI and discussed various of its problems with the Board.

The project launched by James C. Petrillo, President of the American Federation of Musicians, as embodied in his statement contained in the April issue of "International Musician" commending to the local unions the possibility of securing platter turners in all radio stations. A full text of the resolution adopted on the subject is contained in a Special A. F. of M. Bulletin accompanying these REPORTS.

The WMAL case, in which AFRA is contending for the payment of staff announcers upon a fee basis, was fully discussed. The Board adopted a resolution instructing President Ryan to take whatever action was deemed advisable to assist WMAL in its case before the War Labor Board.

A report was submitted upon the status of the Petrillo recording ban case before the War Labor Board and it was revealed that a decision in this case would be shortly forthcoming.

SUB-COMMITTEE CONSIDERS "DAYLIGHT SAVING"

A sub-committee of the House on Interstate and Foreign Commerce commenced, on Thursday (11), public hearings on the proposals for the repeal of "daylight saving" (war) time. Representative Cannon (D-Mo.) is a sponsor of a bill to bring about the change and there are other resolutions.

Representative Boren (D-Okla.) presided over the subcommittee and the following members were present: Howell (R-Ill.); Harris (D-Ark.); and O'Hara (R-Minn.). Kennedy (R-New York), the other member of the committee, was not present.

Testimony in behalf of repeal was presented by Representatives Cannon, Knutson (R-Minn.), Cole (R-Mo.) and Jeffrey (R-Ohio). They recited the hardships imposed upon the rural population and industrial workers by the present time. Mr. A. Julian Brylawski, Vice President of the Motion Picture Theatre Owners of America also testified in support of repeal. Opposition to the measure was made by Brig. Gen. Theron D. Weaver on behalf of the War Department.

The hearings will continue. It will be recalled that NAB was one of the advocates of war time at the time of its adoption. It is following progress of the hearings closely and if necessity should develop it may ask for an opportunity to be heard.

RADIO FARM DIRECTORS ORGANIZE ASSOCIATION

The National Association of Radio Farm Directors was formed last week end at Columbus, Ohio, with Larry Haeg, WCCO, Minneapolis, installed as President; Emerson Markham, WGY, Schenectady, Vice President; Herb Plambeck, WHO, Des Moines, Secretary; and Bill Moshier, KJR, Seattle, Treasurer.

Plan of organization provides for a council of three members from each region. Council members are:

Eastern Region: Mert Emmert, WEAF, New York City; Cliff Gray, WSPA, Spartanburg; Emerson Markham, WGY, Schenectady.

Mid-West Region: George Round, University of Nebraska, Lincoln; Ed Mason, WLW, Cincinnati; Sam Schneider, KVOO, Tulsa.

Western Region: Nelson McIninch, KFI, Los Angeles; Henry Schacht, KPO, San Francisco; Bill Moshier, KJR, Seattle.

Organization Objectives

As outlined by Secretary Plambeck the organization objectives include: "Programming of farm broadcasts with emphasis on service; maintaining farm programs on a high plane and expanding rural radio service to areas not already served; effecting closer relationships between commercial broadcast stations and federal, state and county farm organizations, agricultural agencies, advertising agencies and the farm people whom such agencies endeavor to serve.

"The organization aims to provide better understanding between station management and farm broadcasters; and to aid in interpreting farm problems to urban listeners and urban problems to agricultural listeners."

Thirty-four farm broadcasters, representing 21 states participated in the organization meetings.

RTPB PANEL 4 MEETINGS

Two working committees of Panel 4 on Standard Broadcasting of RTPB met in New York on Wednesday, May 10. They were the transmitter and receiver groups. The groups consist primarily of engineers representing manufacturers of equipment. There are several broadcast engineers also serving on each committee. Several recommendations were adopted which will be transmitted to the Panel for consideration by the entire membership in the near future.

NAB was represented at both meetings. Arthur C. Stringer attended the Receiver Committee meeting and Howard S. Frazier, the Transmitter Committee meeting.

WPB INTERPRETS P-133

The Radio and Radar Division of WPB today issued an interpretation of Preference Rating Order P-133. The new interpretation is consistent with that issued by NAB on October 22, 1943; see NAB REPORTS pages 438 and 439 or NAB Broadcast Engineering Bulletin No. 3. The complete text of Preference Rating Order P-133 as amended

October 8, 1943, is part of the above references. The official interpretation is as follows:

PART 3289—RADIO AND RADAR

Some things which cannot be bought under this order as maintenance, repairs or operating supplies: It appears that some persons who are entitled to use the priorities assistance given by Order P-133 for maintenance, repair and operating supplies have been applying those ratings for the purchase of items which are capitalized repairs, capital equipment or capital replacements. The following things are not items of maintenance, repair or operating supplies under Order P-133:

1. Recording or reproducing turntables.
2. Amplifiers.
3. Microphones.
4. Speech input consoles.
5. Transmitters.
6. Relay racks or cabinets.
7. Jack panels.
8. Frequency monitors.
9. Antenna towers.

This is not an all-inclusive list of products which are not MRO items under P-133, but simply includes those things about which questions have been raised.

The ratings assigned by Order P-133 must not be applied for the purchase of the things listed above; and any P-133 ratings which have been applied to purchase orders for those items have been improperly applied and should be cancelled at once. This does not mean, however, that necessary parts to maintain or repair those things may not be purchased with P-133 ratings.

How to distinguish the business of radio communication or radio broadcasting from other businesses of the kinds described in paragraph (a) (4): Persons engaged in the business of operating and maintaining electronic systems for the distribution of sound which are not radio communication or radio broadcasting systems are entitled only to use the AA-5 rating assigned by paragraph (a) (4) of Order P-133. The question has been asked as to how to distinguish between these businesses. No person is engaged in the business of radio communication or radio broadcasting who has not been licensed by the Federal Communications Commission to operate a radio transmitter. No person who has not been licensed by the Federal Communications Commission to operate a radio transmitter may use the AA-1 rating assigned by paragraphs (a) (1) and (a) (2) of Order P-133 for the businesses of radio communication and radio broadcasting.

Issued this 12th day of May 1944.

WAR PRODUCTION BOARD,
By J. JOSEPH WHELAN,
Recording Secretary.

5TH WAR LOAN MATERIAL

The following Fifth War Loan material, which may be used either sponsored or sustaining, will be supplied all broadcast stations by the Treasury Department:

Transcribed Programs

a) 24 15-minute (14:30) Treasury Salutes
b) 48 5-minute Treasury Songs for Today

Live Announcements

General Packet
15 35 word live spots
30 1-minute live spots
29 author spots written by the country's outstanding writers.

Rural Packet
15 35 word spots
30 1-minute spots

The Treasury will also supply four 30-minute Treasury Star Parades for *sustaining use only.*

The 24 Treasury Salutes are in two theme classifications. Twelve Salutes will be dramatized biographical sketches of outstanding Americans. Twelve will be dramatizations of the lives and exploits of World War II heroes.

Upon completion transcriptions and announcements will be sent directly to stations.

WWL PREPARES FOR 5TH WAR LOAN

E. M. Hoerner, program director, WWL, New Orleans, writes that the station is "all set to go 'all out' for the 5th War Loan drive."

Included in his present plans is a bang-up midnight frolic program, featuring an all military cast. At the start of the 4th War Loan drive WWL fed all New Orleans stations a half-hour variety show from the city auditorium.

FARM RADIO DIRECTORS KNOW HOW TO SELL

Conversation with radio farm directors in Columbus, last week, indicate that many of them have developed special bond selling techniques.

"Farmer" Gray, WSPA, Spartanburg, did a thriving bond business with a pure bred Poland China pig during the 4th War Loan. He announced cold that he would give a pure bred to the boy or girl who sold the most bonds to farm people during the one day. Winner was a little girl. Tieup was with a department store where presentation was made.

Bill Moshier, Seattle, is another farm director who has had excellent results in stimulating bond sales with live stock awards. He fancies pure bred calves though, during one farm war loan, he had the pleasure of awarding a pure bred Arabian stallion. It was given to the station by a farmer with the stipulation that it be awarded to the buyer of the largest amount of bonds.

For the 5th War Loan Mr. Moshier is considering the award of pure blood Angus stock.

NAB STAFF PARTICIPATES IN OHIO INSTITUTE

With temporary illness preventing the attendance of Harold Ryan, President, and necessitating cancellation of the NAB dinner, three other members of the headquarters staff filled their assignments at the Institute for Education by Radio, Columbus, Ohio, May 5-8. They were Willard Egolf, Arthur Stringer and Dorothy Lewis.

Ryan was scheduled to participate in the opening night panel on the subject, "How Free Is Radio?" but found regrets necessary.

Dorothy Lewis chairmaned a session entitled "Listeners and Broadcasters, Partners in Progress" and assisted in conducting meetings of the NAB Association of Women Directors.

Arthur Stringer and Willard Egolf alternately participated in sessions discussing "Responsibilities of Radio and National Organizations Asking Free Time" and meetings of the Association for Education by Radio.

Egolf participated in meetings which discussed junior radio forums and was elected to the Board of Trustees of the Junior Town Meeting League.

All attended the general sessions of the Institute, for which there were more than twelve hundred registrants, including many from station program departments as well as educators and representatives of national organizations.

Detailed reports are being filed with the proper NAB committees.

WBIG PLANS MORALE SERIES

"Citizen Soldiers", which will dramatize the lives of legendary heroes in America's fighting history, will be launched over WBIG, Greensboro, N. C., Thursday evening, May 18, 8:15-8:45 p. m.

Cast is composed of talented soldier personnel from the nearby Overseas Replacement Depot, 3503rd AAF Base Unit.

Cpl. Millard Lampell is writer-director of the series which will consist of five 30-minute programs.

The inaugural program will tell the story of Davy Crockett, pioneer, soldier and hero of the famous Battle of the Alamo. The part of Davy Crockett will be played by Pfc. Larry Dobkin, stage star, who had the leading role in the Broadway production, "Watch on the Rhine". Other soldiers with long and distinguished careers in the theatre and radio will take important parts.

Aim of Series

The aim of Cpl. Lampell in originating the series is to prove that the people of the United States can fight and fight well whenever their liberties are threatened, and that the American citizen soldiers who have taken up arms since the birth of the nation have been greater soldiers than professional troops.

In addition to the Davy Crockett story the series will present those of Francis Marion, the original guerilla fighter; Sam Houston, avenger of the Alamo; Lieut. Col. Evans Carlson, of Marine raider battalion fame and Lieut. Ernest Childers, Oklahoma hero of the present Italian campaign.

"Citizen Soldiers" is part and parcel of "On the Beam", which has been on the air over WBIG since August, 1943.

Each weekly studio broadcast in the Post Theatre has been attended by approximately 1,000 officers and enlisted men since the very beginning.

***NAB REPORTS** solicits accounts of programs which are proving a success in furthering the war effort. See WOWO story, page 147, and WTIC story, page 141, of the **REPORTS**.*

KTSW ESTABLISHES RADIO SCHOLARSHIP

An all expense competitive scholarship to some Emporia State Teachers College student, good for attendance at the winner's choice of university summer radio institutes, has been announced jointly by J. Nelson Rupard, general manager of Radio Station KTSW, which is offering the award, and James F. Price, president of the college.

The student is to be chosen each year by a joint committee of station representatives and members of the college faculty. The initial award will be made soon for summer classes starting this June.

"Avowed interest in radio as a vocation, outstanding ability in any of the many radio fields—announcing, programming, sales, or management and definite promise of future contribution to the profession are to be the considerations on which the candidate should be chosen," Mr. Rupard announced. "It is our hope that by offering such an award to a college student we can further stimulate and develop the cooperative effort of these two institutions, both of which are inescapably educational in nature," he said.

President Price expressed himself as being delighted with the offer. "At Emporia State we plan to use radio increasingly in the development of our total educational program," he said. "The incentive that this award offers to student talent to come to Emporia State should be of real aid in the expansion of this program."

Members of the faculty named by President Price to serve on the award committee are Robert Bush, Dean of the College, Russell Porter, director of radio broadcasting, Orien Dalley, director of band and orchestra, and George Johnson, assistant professor of education. Miriam Porter, program director at KTSW, will represent the station.

HUDSON TO ASSIST FLY

The FCC on Thursday announced the appointment of Robert Hudson as assistant to Chairman James Lawrence Fly, filling the vacancy created when Norman Jorgensen recently entered the Navy.

A native of Tulsa, Oklahoma, Mr. Hudson graduated from the University of Tulsa in 1939 and from the George Washington University Law School in 1943. In Law School he was Editor-in-Chief of the "George Washington Law Review." Mr. Hudson came to the Commission in March 1943 as secretary to FCC Commissioner Ray C. Wakefield. Prior to that time he was in the Law Department of the Acacia Mutual Life Insurance Company. Mr. Hudson is married and has one child.

MURPHY BUYS KSO

Iowa Broadcasting Company, Des Moines, has announced the sale of its radio station KSO, Blue and MBS outlet, to Kingsley H. Murphy of Minneapolis for $275,000.

Mr. Murphy is one of the owners of WTCN, Minneapolis. Transfer, subject to FCC approval, is expected to take place approximately July 1.

It is expected that new studios and offices for the exclusive use of KSO will be provided. KSO previously shared quarters with KRNT. The two stations will continue to use the same transmitter site and antenna until such time as essential materials are released.

Iowa Broadcasting Company officials indicated the sale was made in compliance with the Federal Communication Commission's duopoly order, forbidding ownership of more than one station in the same market area. It was reported that no changes are anticipated for KRNT which will continue as a CBS outlet with 24-hour AP and UP news service.

RADIO MEN WRITE NEW ARMY SONG

"The Voice of the Army" is the official song of the U. S. Army Recruiting Service.

Major North Callahan, out of radio and now executive officer of the Army Recruiting Publicity Bureau, Governors Island, N. Y., provided the words.

Norman L. Cloutier, NBC composer-conductor, wrote the music.

"The Voice of the Army" is used as theme on "Voice of the Army," 15-minute ET program, heard weekly on more than 800 stations. Sheet music is just off the press.

Federal Communications Commission Docket

HEARINGS

No broadcast hearings were scheduled before the Commission during the week beginning May 15th.

Federal Communications Commission Action

APPLICATIONS GRANTED

KFBK—McClatchy Broadcasting Co., Sacramento, Calif.—Granted renewal of license for the regular period (B5-R-36).

WHCU—Cornell University, Ithaca, N. Y.—Granted renewal of license for the period ending November 1, 1946.

WNAC—The Yankee Network, Inc., Boston, Mass.—Granted petition for reconsideration, removal from hearing docket and grant of application for construction permit to move auxiliary transmitter locally in Quincy, Mass.

WABC—Columbia Broadcasting System, Inc., New York City.—Granted construction permit to change antenna system of FM broadcast station. (B1-PH-189).

WBAM—Bamberger Broadcasting Service, Inc., New York City.—Granted renewal of FM broadcast station for the period ending June 1, 1945.

WABC-FM—Columbia Broadcasting System, Inc., New York, N. Y.—Granted renewal of FM broadcast station for the period ending June 1, 1945.

WBBM-FM—Columbia Broadcasting System, Inc., Chicago, Ill.—Granted renewal of FM broadcast station for the period ending June 1, 1945.

WGFM—General Electric Co., Schenectady, N. Y.—Granted renewal of FM broadcast station for the period ending June 1, 1945.

DESIGNATED FOR HEARING

WGBG—Greensboro Broadcasting Co., Inc., Greensboro, N. C.—Designated for hearing application for construction permit to change frequency from **980** to **850 kc.**, and power and hours of operation from 1 KW daytime to 250 watts night, 1 KW LS, limited time (SS-Denver). (B3-P-3582.)

Birney Imes, Jr., Meridian, Miss.—Designated for hearing application for new station to operate on **1240 kc.**, 250 watts, unlimited time. Exact transmitter and studio sites to be determined (B3-P-3588).

WCAO—Monumental Radio Co., Baltimore, Md.—Designated for hearing application for license to use formerly licensed main transmitter as an auxiliary transmitter with power of 500 watts night, 1 KW-LS (B1-L-1737), and for authority to determine operating power by direct measurement of antenna power (B1-Z-1479).

WOV—Arde Bulova and Harry D. Henshel (Transferors), Murray Mester and Meyer Mester (Transferees), WODAAM Corp., New York City.—Designated for hearing application for consent to transfer control of WODAAM Corp., licensee of station WOV, from Arde Bulova and Harry D. Henshel to Murray Mester and Meyer Mester (B1-TC-362).

WSAR—Doughty & Welch Electric Co., Inc. (Assignor), Fall River Broadcasting Co. (Assignee), Fall River, Mass.—Designated for further hearing on two new issues the application for consent to voluntary assignment of license of station WSAR from Doughty & Welch Electric Co., Inc., to Fall River Broadcasting Co., Inc., a subsidiary of Fall River Herald News Publishing Co., Commissioner Craven dissenting (Docket 5902).

MISCELLANEOUS

KXO—Valradio, Inc., El Centro, Calif.—Granted license (B5-L-1803) to cover construction permit authorizing change in frequency from **1490** to **1230 kc.**, increase in power from 100 to 250 watts, and installation of new transmitter. Also granted authority to determine operating power by direct measurement (B5-Z-1590). The license is granted subject to condition that, at expiration of present national emergency, the licensee shall file an application for construction permit for authority to install a new antenna and ground system which will meet the minimum requirements of the Commission's rules and standards.

KGEZ—A. W. Talbot, Kalispell, Mont.—Granted authority to make changes in automatic frequency control (B5-F-255).

WAAD-WRET—The Fort Industry Company, area of Ft. Lauderdale, Fla.—Granted modification of relay broadcast station licenses to change area of operation from Ft. Lauderdale to Miami, Fla. (B3-MLRY-51) and (B3-MLRE-115).

WRDO—WRDO, Inc., Augusta, Maine.—Granted license (B1-L-1798) to cover construction permit which authorized increase in power to 250 watts, installation of new transmitter and antenna, and move of transmitter. Also granted authority to determine operating power by direct measurement of antenna power (B1-Z-1582).

WIBU—Wm. C. Forrest, Poynette, Wisc.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1591).

KWSC—State College of Washington, Pullman, Wash.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1580).

WMOH—The Fort Hamilton Broadcasting Co., Hamilton, Ohio.—Granted modification of construction permit for approval of transmitter location at Sec. 26, Twp. 2, Range 3 (Fairfield Twp.), Butler County, Ohio, and change of studio location to Second National Bank Bldg., High Street and Journal Square, Hamilton, Ohio (B2-MP-1746).

The Trustees of Indiana University, Bloomington, Ind.—Placed in the pending file application for construction permit for new noncommercial educational broadcast station (B4-PED-29).

Calumet Broadcasting Corp., Hammond, Ind.—Ordered that the hearing on application for a new station heretofore scheduled to be held May 25 in Washington, be held in Chicago on that date, exact hour and place to be determined; provided, however, that the hearing may be adjourned by the presiding officer to the offices of the Commission in Washington for presentation of additional evidence.

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—Granted petition for 30 days' time in which to submit their answer to the petition of KLRA, Little Rock, Ark., "to immediately cancel program tests and designate for hearing the application for license of Baylor University and Carr P. Collins".

WDSU—E. A. Stephens, Fred Weber, and H. G. Wall, d/b as Stephens Broadcasting Co., New Orleans, La.—Designated for hearing application for license to use formerly licensed main transmitter as an auxiliary transmitter, with power of 1 KW (B3-L-1797).

APPLICATIONS FILED AT FCC

550 Kilocycles

WOPI—Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.—Construction permit to change frequency from **1490 kc.** to **550 kc.**, increase power from 250 watts to 1 KW day, 500 watts night, make changes in transmitting equipment and install directional antenna for day and night use.

930 Kilocycles

KSEI—Radio Service Corp., Pocatello, Idaho.—Modification of license to increase power from 250 watts night, 1 KW daytime to 500 watts night, 1 KW daytime.

1230 Kilocycles

WKBZ—Ashbacker Radio Corp., Muskegon, Mich.—Construction permit to change frequency from **1490 kc.** to **1230 kc.**

WJOB—O. E. Richardson, Fred L. Adair and Robert C. Adair, d/b as Radio Station WJOB, Hammond, Ind.—Authority to determine operating power by direct measurement of antenna power.

KFXD—Frank E. Hurt, Nampa, Idaho.—Voluntary assignment of license from Frank E. Hurt to Frank E. Hurt and Son.

1340 Kilocycles

KRMD—Radio Station KRMD, Inc., Shreveport, La.—Voluntary assignment of license to T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford, Sr., and Mrs. R. M. Dean, a partnership, d/b as Radio Station KRMD.

1350 Kilocycles

KSRO—Ruth W. Finley, Executrix of Estate of E. L. Finley, Deceased, Santa Rosa, Calif.—Voluntary assignment of license to Ruth W. Finley.

1400 Kilocycles

NEW—F. R. Pidcock, Sr., and James M. Wilder, d/b as Georgia Broadcasting Co., Savannah, Ga.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts and unlimited hours of operation.

1450 Kilocycles

NEW—Centre Broadcasters, Inc., State College, Penna.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

1500 Kilocycles

NEW—Myron E. Kluge, Earle E. Williams and C. Harvey Haas, a partnership, d/b as Valley Broadcasting Co., Pomona, Calif.—Construction permit for a new standard broadcast station to be operated on **1580 kc.,** 250 watts power and unlimited hours of operation.

FM APPLICATIONS

NEW—Tri-City Broadcasting Co., Davenport, Iowa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46300 kc.** with coverage of 10,600 square miles.

NEW—Blue Network Co., Inc., Chicago, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48700 kc.** with coverage of 11,000 square miles.

NEW—WEBR, Inc., Buffalo, New York.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.** with coverage of 3,420 square miles.

NEW—WTAR Radio Corp., Norfolk, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.** with coverage of 5,702 square miles.

TELEVISION APPLICATION

NEW—International Detrola Corp., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 **(60000-66000 kc.).**

MISCELLANEOUS APPLICATIONS

WLIR—WFAM, Inc., Lafayette, Ind.—License to cover construction permit (B4-PRE-437) which authorized construction of a new relay broadcast station.

WCBN—Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.—License to cover construction permit (B1-PIB-44 as modified), which authorized construction of a new international broadcast station.

Federal Trade Commission Docket

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why cease and desist order should not be issued against it.

Allied Stores Corporation and Allied Purchasing Corporation and B. Earl Puckett, Charles E. McCarthy and A. C. Hallan, as officers of both corporations, 1440 Broadway, New York; L. S. Donaldson Company, Matthew J. Dunfey, T. R. Brouillette and H. R. Malcolm, its officers and directors, 601 Nicolet Ave., Minneapolis; and Jordan-Marsh Co., George W. Mitton, Edward R. Mitton, Cameron S. Thomson, William A. Everett and Alonzo J. Everett, officers and directors of the company, 450 Washington St., Boston, are charged in a complaint with misrepresentation in the advertising and sale of men's clothing. (5156)

STIPULATION

During the past week the Commission has announced the following stipulation:

Arthur Alexander and Charles Clark, trading as The Recuperator Long Life Battery Service, Willowbrook, Calif., and W. E. Simmons, trading as Alpha Distributing Co., Hollywood, Calif., entered into a stipulation to discontinue certain misrepresentations in connection with the sale of a preparation designated "Recuperator," advertised for use in automobile storage batteries. (3833)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Lawrence Blanket Company, Worcester, Mass., Thomas B. Keen and Marian C. Keen, trading as Thomas B. Keen Co., 40 Worth St., New York, and Robert Mars, 401 First St., S. E., Washington, D. C., have been ordered to cease and desist from the misbranding of blankets in violation of the provisions of the Federal Trade Commission Act and of the Wool Products Labeling Act. (4946)

H. L. Robinson Co., 1447 Northwest Sandy Blvd., Portland, Oreg., manufacturing and leasing electrical display signs, commonly known as neon signs, has been ordered to cease and desist from misrepresentation and concealment of the true terms or conditions under which he sells or leases his product. (4906)

United Delivery System, 639 New York Ave., N. W., Washington, D. C., have been ordered to cease and desist from false and deceptive representations in the sale of cards, envelopes and other printed forms to be used in securing information for the use of creditors or collection agencies in the collection of alleged debts. (4873)

FTC CASES DISMISSED

The Federal Trade Commission has ordered that the case growing out of the complaint against Cranberry Canners, Inc., South Hanson, Mass., be dismissed without prejudice to the right of the Commission, should future facts so warrant, to reopen the case and resume trial thereof in accordance with the Commission's regular procedure.

The Commission has also dismissed the complaint issued against the Lambert Pharmacal Company, St. Louis, without prejudice to the right of the Commission to institute further proceedings should future facts so warrant.

NAB Reports
The National Association of Broadcasters

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol 12, No. 20, May 19, 1944

WJJD PRESENTS CASE

Following the order of the National War Labor Board (see Special AFM Bulletin No. 26) referring to the Regional Board of the Sixth Region the dispute between Local 10 AFM and Radio Station WJJD, a hearing was held on Wednesday (17) before a panel. The panel consisted of John Kyle, Professor of Economics, Marquette University, representing the public; John Heil, Secretary of the Flour, Seed and Grain Workers Union, representing labor; and Mr. Lampland, President of the Lampland Lumber Company of St. Paul, the industry representative.

At the outset of the hearing the union sought a postponement, which move the panel denied and ordered the hearing to proceed.

In presenting its case, WJJD pointed out that the present method of handling records and transcriptions at the station is efficient, that no particular qualification is required of a platter turner. In support of this contention a girl employee of the station, who as an incident to other work acts as a platter turner, testified that it required less than an hour for her to become fully qualified. In further evidence an actual demonstration of platter turning was given before the Panel.

The station showed that to comply with the union demand would require the employment of a minimum of six men whose sole duty would be to turn platters and who, under the requirements, would be prohibited from serving in any musical capacity. While the demand calls for a 25-hour week (at a wage of $75.00 per week) it was shown that the maximum number of hours required in any week would be 20 and that the minimum for certain shifts went as low as 15 minutes per week.

The Panel took the matter under advisement and an early report to the Regional Board is expected. Ralph Atlass, WJJD manager, expressed confidence, following the hearing, in a favorable outcome.

CRAVEN TO LEAVE COMMISSION

Commissioner T. A. M. Craven, whose term as a member of the Federal Communications Commission is to expire on June 30 of this year, communicated with the President on April 26 asking that he not be considered for reappointment. In reply, President Roosevelt, on May 15, wrote Mr. Craven as follows:

"Dear Commissioner Craven:

"I have received your letter of April twenty-sixth in which you tell me that it is not your intention to seek reappointment to the Federal Communications Commission when your present term expires on June thirtieth and that you want to be free on that day to return to private business.

"The reasons you cite leave me no alternative. I shall, therefore, comply with the request you make and I sincerely hope that your re-entry in the field of private business will bring to you rewards that will more than recompense for the years of sacrifice and labor you have given your Government."

Had the Commissioner served until August of this year he would have completed 30 years of government service. With the exception of a 5-year period between 1930 and 1936, Mr. Craven's service in the government has been continuous. For two years he served as Chief Engineer of the Federal Communications Commission and for 7 years more has been a member of that body. Mr. Craven announced that he will become associated in a technical capacity with the Cowles interests, publishers of newspapers in Des Moines and Minneapolis and LOOK magazine, as well as licensees of radio broadcasting stations.

No indication has as yet been forthcoming as to whom the President has in mind as a possible successor to Mr. Craven.

McINTOSH LEAVES WPB

Frank H. McIntosh, for the past two years Chief of the Domestic and Foreign Branch of the Radio and Radar Division, War Production Board, has resigned effective June 1, according to an announcement by Ray C. Ellis, Director of the Radio and Radar Division.

John Creutz, who has been Mr. McIntosh's assistant for the past 18 months, has been named to the position of Chief, succeeding Mr. McIntosh. Before joining WPB, Mr. Creutz served as a radio engineer and consultant to the radio industry. He is a graduate of the University of Wisconsin.

Mr. McIntosh came to the WPB from the Fort Industry Company, Toledo, where he was technical supervisor. Previous to this connection he was at the Graybar Electric Company of New York as a sales executive and with the Bell Laboratories as a member of the technical staff. He originally came from Omaha, Nebraska. Mr. McIntosh announced that he will return to private industry as a radio electronic consulting engineer with headquarters in Washington.

TRANSCRIPTION ANNOUNCEMENTS

The Federal Communications Commission on Tuesday (16) issued Order No. 120 relating to mechanical records. It reads as follows:

"Whereas, the Commission is of the opinion that public interest, convenience and necessity may be served by amending Section 3.407 of the Rules and Regulations to read as follows:

"'Sec. 3.407. *Mechanical Records.*—(a) No recorded program consisting of a speech, news events, news commentator, forum, panel discussion, special event, or any other recorded program in which the element of time is of special significance and a presentation of which would create, whether intentionally or otherwise, the impression or belief on the part of the radio audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made at the beginning and conclusion of the broadcast that it is a recorded program. The identifying announcement shall

(Continued on page 160)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

TRANSCRIPTION ANNOUNCEMENTS

(Continued from page 159)

accurately describe the type of mechanical record used.

"'(b) Any other program consisting of a mechanical record or series of mechanical records need not be announced as provided in subsection (a), but the licensee shall not attempt affirmatively to create the impression that the program being so broadcast consists of live talent. At least once each hour the licensee shall announce which of the programs other than those specified in subsection (a), presented during the previous hour, were broadcast by means of mechanical records.'

"AND, WHEREAS, the Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file statements or briefs showing why the above proposal should not be adopted, or why it should not be adopted in the form proposed by this order;

"NOW, THEREFORE, IT IS HEREBY ORDERED: That any person desiring to do so may, on or before the 16th day of June, 1944, file statements or briefs as to why the above proposed amendment to Section 3.407 should not be adopted or why it should not be adopted in the form proposed by this order. Requests for oral argument, if made with briefs or statements, will be considered."

TELEVISION MULTIPLES INCREASED

The Federal Communications Commission (Commissioner Durr dissenting) on Tuesday (16) amended Section 4.226 of the Rules and Regulations which relate to the matter of multiple ownership of television stations. The Rules as previously in effect provided that the ownership or control of three television broadcasting facilities would constitute a concentration of control in a manner inconsistent to the public interest, convenience and necessity. The new rule increases the number from "3" to "5". The complete statement by the Commission reads as follows:

> "In making grants of more than one television station license to one concern, the Commission will give consideration to the development of a nationwide television service, the geographic relation of the various proposed locations, and the public need for the proposed service at such locations."

Section 4.226 as amended reads as follows:

"Section 4.226. Multiple ownership.—No person (including all persons under common control)[24] shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: PROVIDED, HOWEVER, That no person (including all persons under common control), shall directly or indirectly own, operate, or control more than one television broadcast station that would serve substantially the same service area: AND PROVIDED, FURTHER, That the Commission will regard the ownership, operation, or control of more than five television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity."

SPECIAL BROADCAST ADVERTISING BULLETIN

With this week's issue of the REPORTS goes Special Broadcast Advertising Bulletin No. 10. This bulletin covers the meeting of the Sales Managers Executive Committee and the presentation made before the Proprietary Association Advertising Clinic. The presentation was made on Tuesday, May 16. Harold Ryan, NAB President, introduced the presentation, a complete report of which is contained in the special bulletin.

NAB RECEIVES RED CROSS CITATION

The National Association of Broadcasters has received on behalf of the industry a citation from the American Red Cross for service in connection with this year's War Fund campaign.

In acknowledging receipt of the citation J. Harold Ryan, NAB president, assured Vice Chairman G. Stewart Brown of the Red Cross, of the industry's continued cooperation.

WLB STATEMENT ON VOLUNTARY BONUSES

The National War Labor Board has announced a policy, unanimously approved, in regard to voluntary applications for approval of annual bonuses or other similar type of bonus. The statement follows:

"Voluntary annual-bonus cases or other similar types of periodic-bonus cases which require Board approval (i.e., are not exempt under General Order 10) shall be decided on the basis of the following criteria:

"1. There shall be no appreciable increase in cost resulting from the introduction of such a bonus plan or resulting from an increase in the amounts or percentages of bonuses paid under an existing plan during the preceding bonus year. Nor shall the introduction or modification of such a bonus plan be approved if approval would furnish the basis either to increase prices or to resist otherwise justifiable reductions in prices.

"2. An establishment shall not be permitted to introduce such a bonus plan unless the payment of such bonus and the amounts or percentages thereof conform to the practice prevailing in the industry in the area before October, 1942, and does not create inter-establishment or intra-establishment inequities.

"3. Such a bonus plan shall not be approved on the basis of general allegations of increased work or duties performed by the employees subject to the plan. (This rule shall not preclude rate or bonus adjustments permissible under General Order No. 6 for specific individuals whose duties have changed so substantially that in effect new jobs have been created.)"

Amplifying this statement of policy, the following observations were made:

Exempt from WLB approval under General Order 10, referred to in the statement are a bonus, fee, gift, commission or other form of compensation customarily paid to an employee in the past if it meets one of these two standards:

---

[24] The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

1. If in a fixed amount the total amount does not exceed that paid for like work during the preceding "bonus year."

2. If computed on a percentage, incentive or other similar basis, the rate and method of compensation are not changed.

A bonus payment made to an employee entering the armed forces of the United States does not require the approval of the War Labor Board.

MARCH ANALYSIS OF STATION WAR EFFORT BROADCASTS AND FIRST QUARTER RESUME

War effort broadcasts originated by stations during March, 1944, have been tabulated by NAB Research Department and appear below. Figures in every classification are minimum.

March figures show a considerable decrease from those of January and February when the 4th War Loan campaign was in progress. [Complete reports for these months appear in April 14, NAB REPORTS, beginning on page 111.]

A comparative resume covering the first quarter follows the March analysis.

March Analysis

	Type & Length	*Number*
OWI—Washington:	55-60 Sec.	
Join the Wac	L or ET	8,820
Red Cross Fund Drive	L or ET	46,570
Use V-Mail	L or ET	5,300
Fight Waste	L or ET	5,490
Paper Salvage	L or ET	9,610
Ceiling Price List	L or ET	8,160
No Point-Low Point Foods	L or ET	8,070
Victory Gardens	L or ET	11,290
Save Gasoline	L or ET	6,000
Car Sharing	L or ET	3,040
		112,350
Performance on above items but not itemized		27,740
		140,090
Treasury Department:		
Treasury Song for Today	5-Min. ET	12,490
Treasury Salute	15-Min. ET	7,950
Announcements	Live Spots	15,490
Treasury Song Parade	3-Min. ET	1,010
Treasury Star Parade	15-Min. ET	1,790
Other	Spots	130
War Bonds:	Spots	9,510
	5-Min.	240
	15-Min.	810
	25-Min.	80
Subjects in Women's Radio War Programs:		
Token Rationing	Spots	1,620
Token Rationing	4-Min.	10
Token Rationing	15-Min.	10
"Why" of High Taxes	Spots	260
America At War Needs Women at Work	Spots	2,100
Give to the Red Cross War Fund	Spots	5,150
Give to the Red Cross War Fund	10-Min.	20
Give to the Red Cross War Fund	15-Min.	140
Give to the Red Cross War Fund	30-Min.	10
Grow More in '44	Spots	1,540
Grow More in '44	5-Min.	10
Grow More in '44	15-Min.	60
Grow More in '44	30-Min.	10
Coordinator of International Affairs:	5-Min.	10
	5-Min.	220
	45-Min.	40
Pick-Ups from Camps:	Spots	140
	5-Min.	150
	15-Min.	740
	25-Min.	10
	30-Min.	1,000
	60-Min.	50
Voice of the Army:	15-Min. ET	2,320
Army: (Includes Air and WACS)	Spots	4,270
	5-Min.	80
	10-Min.	10
	15-Min.	1,250
	30-Min.	100
	60-Min.	40
Navy: (Includes Air and WAVES)	Spots	4,160
	5-Min.	1,630
	10-Min.	460
	12-Min.	40
	15-Min.	420
Marines: (Includes Women)	Spots	470
	5-Min.	90
	10-Min.	230
	15-Min.	90
Coast Guard: (Includes Spars)	Spots	1,690
	5-Min.	20
	15-Min.	130
	45-Min.	10
Army-Navy:	Spots	1,720
	15-Min.	40
War Shipping: (Merchant Marines)	Spots	2,500
	10-Min.	20
	15-Min.	10
Dept. of Agriculture: (Farm Security, War Food, etc.)	Spots	5,480
	5-Min.	410
	10-Min.	530
	15-Min.	1,760
	30-Min.	40
	60-Min.	270
Civic and Fraternal:	Spots	860
	3-Min.	90
	10-Min.	50
	15-Min.	100
Education:	Spots	100
	15-Min.	310
	30-Min.	40
Forest Service:	Spots	630
Housing:	Spots	50
Miscellaneous:	Spots	13,170
	2-Min.	150
	5-Min.	290
	10-Min.	240
	15-Min.	3,590
	30-Min.	620
	45-Min.	40
	60-Min.	10
	75-Min.	10
Nurses:	Spots	1,710
OCD:	Spots	2,470
	15-Min.	990
ODT:	Spots	1,130
OPA:	Spots	9,280
	3-Min.	120
	5-Min.	50
	10-Min.	20
	15-Min.	960
Paralysis:	15-Min.	10
Post Office:	Spots	550
	15-Min.	40
Red Cross:	Spots	41,980
	2-Min.	170
	5-Min.	4,660
	10-Min.	320
	15-Min.	5,570
	25-Min.	30
	30-Min.	130
	35-Min.	60
	45-Min.	70
Safety:	Spots	630
	5-Min.	120
	15-Min.	320

	Type & Length	*Number*
Secret Service:	Spots	540
	10-Min.	10
	2-Hours	10
Taxes:	Spots	5,270
	5-Min.	20
	10-Min.	40
	15-Min.	320
	35-Min.	10
USO and Service for Soldiers:	Spots	340
	10-Min.	170
	15-Min.	90
	30-Min.	130
War Department	Spots	120
War Manpower Commission: (Civil Service, and Dept. of Labor)	Spots	8,560
	5-Min.	290
	10-Min.	40
	15-Min.	530
War Production Board:	Spots	1,620
	15-Min.	280

Resume of Programs and Announcements, January, February and March, 1944

Type and Length	*January Number*	*February Number*	*March Number*	*Total*
Spots	297,580	326,510	285,330	909,420
2-Min.	1,220	420	320	1,960
3-Min.	21,260	12,610	1,220	35,090
4-Min.	....	....	10	10
5-Min.	19,330	25,230	20,560	65,120
10-Min.	1,310	1,100	2,160	4,570
12-Min.	....	....	40	40
15-Min.	36,620	40,420	30,850	107,890
20-Min.	90	10	....	100
25-Min.	190	450	120	760
30-Min.	2,900	3,030	2,080	8,010
35-Min.	....	....	70	70
45-Min.	480	110	160	750
60-Min.	420	50	370	840
75-Min.	....	10	10	20
90-Min.	....	30	....	30
2-Hours	20	20	10	50
2½-Hours	20	....	....	20
3-Hours	....	10	....	10
3-Hours 20 Min.	....	10	....	10
3½-Hours	....	10	....	10
5-Hours	....	10	....	10
10-Hours	....	20	....	20
12-Hours	....	10	....	10
12½-Hours	10	....	....	10
13-Hours	10	....	....	10
29-Hours	....	10	....	10
No Length Shown	50	1,120	....	1,170

RTPB PANEL NOTES

As reported on page 119 of April 21 NAB Reports, Panel 5 on Very High Frequency Broadcasting (FM) at the last meeting in Chicago on April 11 voted to refer the question of the effect in the present part of the spectrum of erratic interference when used for FM broadcasting systems to Dr. J. H. Dellinger, Radio Chief, National Bureau of Standards. Pursuant to this action the Panel chairman, C. M. Jansky, Jr., referred the question to Dr. Dellinger on April 20. Dr. Dellinger replied to Mr. Jansky under date of May 1 as follows:

"I have your letter of April 20 requesting any information I can give on item 2 of the agenda for the April 11 meeting of RTPB Panel 5. I read pages 13 to 60 of the proceedings of the meeting as you suggested, and noted in particular that the motion on page 44 read, 'I move you that subject to any information to the contrary from Dr. Dellinger, that this Panel adopt the recommendations of the Committee with respect to item 2 of this agenda.' The Committee recommendation referred to was 'Be it hereby Resolved that it is the consensus of this Committee that the present position of FM Broadcasting in the spectrum should not be changed.'

"The point in question is that the frequencies concerned are sometimes affected by long-distance interference, contrary to an expectation that was widely held at one time, and there is a fear that this interference may be so great as to seriously impair the usefulness of those frequencies for broadcasting. Essentially the Panel appears to request that I inform it whether that fear is well founded. I believe I may with propriety respond to this request, and the answer is that the fear is not well founded.

"During certain years of the sunspot cycle F2-layer transmission at those frequencies occurs over long distances for short parts of the day, and sporadic-E transmission occurs at irregular times in all years. The phenomenon of very short bursts of long distance interference appears to be closely associated with, and possibly a manifestation of, sporadic-E transmission. The extent of these effects, however, is not such as to seriously impair the value of these frequencies. It may also be stated that no radio frequencies are free from transmission vagaries."

Mr. Jansky's letter of transmittal forwarding the correspondence with Dr. Dellinger to the members of the Panel contains the following statement:

"It seems to the Chairman of the Panel that Dr. Dellinger's letter disposes of the issue with a degree of certainty which justifies referring the issues involved to the Panel in the form of a letter-ballot without going to the trouble of holding another meeting of the Panel to deal with the final disposition of those items on the agenda for the Chicago Meeting not yet completely settled.

"There is attached a letter-ballot for use by Panel Members *only* and alternates in the event that a Panel Member is not available for voting. I am suggesting that the ballot be returned to the office of the Secretary of Panel 5. The results will be tabulated and distributed."

Another action taken by the VHF Broadcasting Panel at the Chicago meeting requested the Radio Technical Planning Board to change the name of the Panel to "FM Broadcasting Panel." With reference to this resolution, RTPB Chairman Dr. W. R. G. Baker has forwarded the following letter to Mr. Jansky:

"With respect to Motion #7 covering the change in name of Panel 5 from VHF Broadcast to FM Broadcast. In the past, changes have been made in the title and scope of a panel. Such changes have been authorized for purposes of clarification or delineation of responsibilities.

"The change in title requested by Panel 5 is restrictive and does not appear necessary for purposes of clarification. For these reasons it does not appear desirable to change the title of Panel 5."

The last meeting of Panel 6 on Television held in New York on April 14 tentatively selected May 19 as the next meeting date for that Panel. David B. Smith, chairman of the Panel, has advised the membership that the next meeting will probably be June 2 instead of May 19 as the work of Committee 3, Review of Old Standards and Proposed New Standards, will not be complete by the earlier date. Attention has been focused on the next meeting of the Television Panel by the recent discussion of postwar television standards appearing in the public press.

TELEVISION SITUATION REVIEWED

The current situation regarding standards for television is a topic of interest to all engaged in broadcasting. A recent article appearing in the "Washington Daily News", written by Edward A. Evans, Scripps-Howard staff writer, reviews developments. We quote the article in full:

"Television's post-war future has become the subject of a raging controversy, and maybe you'd like some idea of what it's about.

"The issue seems to be: Shall television launch out quickly on a big development program—building new transmitting stations, pushing the sale of receiving sets—

based on about the same standards adopted before the war? Or shall this program wait a year (or perhaps much longer) for high standards which may be made possible by wartime advances in electronic science?

"The controversy involves some baffling technicalities, but apparently there is general agreement on at least these points:

"1. Television can be improved, eventually. Larger, clearer pictures can be transmitted when the industry is able to apply new knowledge, much of it now veiled in military secrecy.

"2. But this better television will require new, wider broadcasting channels in much higher frequencies. These will require new and different transmitting equipment. And that, in turn, will require new receiving sets. Present-type sets, unless rebuilt at considerable expense, would not receive pictures from the new transmitters.

Plenty Invested

"About $20,000,000 has been invested in television broadcasting equipment (nine commercial stations are now authorized, six are in actual operation, and 39 applications for new ones are on file with the Federal Communications Commission). And before the war the public spent $2,000,000 or so for something like 10,000 receiving sets.

"The Columbia Broadcasting System started the controversy by asserting, in effect, that television should concentrate for a year on efforts to improve standards in the light of wartime electronic advances, meanwhile selling present-type receiving sets but telling prospective buyers plainly that they may soon be outmoded and useless.

"Chairman James L. Fly of the FCC—the Government agency that has power to fix or alter television standards—then took much the same position. And today one of the larger radio-television manufacturers, the Zenith Corp. of Chicago, rallied to the support of CBS and Mr. Fly. That side's contention, broadly stated, is something like this:

"Better wait and learn how much, how quickly, television can be improved before undertaking great expansion. If a year's concentrated research proves better standards impractical or still distant, then go ahead along present lines. But better standards, if found practical, would mean far more business for the industry; far greater satisfaction to the public, in the long run. And if the investment in present-type transmitters is increased, if millions of present-type receiving sets are sold to the public instead of the few-thousand sets now in use, resistance to the scrapping of all that investment may make it impossible ever to raise standards.

On Other Side

"Ranged on the other side seems to be most of the rest of the industry—the National Broadcasting Co., the Television Broadcasters' Association, representing manufacturing and broadcasting interests; the FCC's newest member and former chief engineer, E. K. Jett; the television standards subcommittee of the Radio Technical Planning Board, made up of private engineers from all branches of the industry and appointed, at Mr. Fly's suggestion, to advise the FCC—with arguments along this line:

"Present-type television delivers excellent pictures. There'll always be room for improvement, but it's likely to take five years, rather than one, to apply wartime advances to television. The industry should not be compelled, even for a year, to wait in comparative idleness, employing a few research engineers but unable to provide jobs for hundreds of thousands of men who will come home from war seeking opportunities to use their military experience in electronics.

"Let present-type television go ahead and expand, these arguments continue. Let new standards be adopted as rapidly as research proves them feasible. That would mean dual standards for a while (an idea apparently favored by Mr. Jett and the RTFB's television standards sub-committee) with a single standard finally prevailing. But it would mean activity and employment, rather than time-marking, in the television industry."

PARENTS ACCLAIM PROGRAM

In response to the invitation in NAB REPORTS for accounts of programs which are proving a success in furthering the war effort, we are able to outline how station WQAM, Miami, is working to reduce juvenile delinquency.

The information came from Norman MacKay and the following is quoted directly from his letter:

"Here in Miami, there is widespread agitation regarding juvenile delinquency. A twelve p. m. curfew has been invoked against the Army and Navy and the local juvenile council has regular 'good citizenship' meetings for the probationers.

"We have started a campaign directed to the parents alone. Every night at exactly 11:30 p. m. we broadcast a two to three minute message to the parents, using a kindly voice of our best announcer, Phil Kelleher, recently praised by Nick Kenny, 'as the most magnetic thing I have heard in sixteen years of ear cupping'. Rather than describe these broadcasts to you we are enclosing several copies. This is a long term campaign and we are already receiving many compliments from parents."

Sample Script

Hello Mother, Hello Dad . . . it's 11:30 now . . . almost time for you to go to bed . . . and certainly time for all teen-age boys and girls to be at home. Don't you think so?

I wonder, Dad, if you find it sort of difficult to talk with your boy or boys. . . . They have their own interests, their school work and play, their friends and, as a matter of fact they have a life of their own . . . quite apart from yours. . . . You have your work and your outside interests . . . perhaps you are tired, and busy and worried about this and that . . . and perhaps you have found that you are drifting farther and farther away from your boys. . . . It wasn't hard to talk to them when they were little . . . was it? . . . Remember how you listened to their every little story of what they had done in those early school days . . . and how they ran to you with every little problem or complaint . . . and especially when they got hurt . . . either a cut finger . . . or some wounded feelings. . . . It's not quite the same now, is it . . . and you are no different than the majority of fathers. . . . But you can give that boy a hand with his lessons now and then, can't you. And you can take him and his friends out to a show sometimes. You can fix up a picnic or a little party at the house for his gang. . . . And sometime, you know, you can ask his advice on some things . . . make use of some of his knowledge. You know that makes a kid feel mighty good . . . for a Dad to ask him his opinion. Many, many Dads can't say . . . "sit down, Son, . . . let's have a talk" . . . but you can show him by your actions towards him that his old dad is still just the same as he used to be. . . . Think it over. . . . Goodnight.

NAB REPORTS solicits accounts of programs which are proving a success in furthering the War Effort. See stories of WOWO, page 147; WTIC, page 141; and WBIG, page 155.

DAR DEMANDS FREE RADIO

At the recent 53rd Continental Congress of the Daughters of the American Revolution, the following resolution was adopted:

"WHEREAS, the Radio constitutes one of the greatest educational and recreational features within the home, and

"WHEREAS, because of its great value in expressing the truth on vital matters of interest to the people—such as the conduct of the war and the state of the nation—can now be reliably and freely broadcast without centralized censorship,

"RESOLVED, that the National Society of the Daughters of the American Revolution in 53rd Continental Congress assembled, go on record as protesting against any attempt to curtail or throttle the freedom of the air and to support such radio associations as are fighting to retain that freedom."

INFORMATION WANTED

NAB has been asked for information regarding the Matthew Halton Radio Award. Anyone having information regarding this Award is requested to supply full details to NAB Headquarters.

KROY TELLS OF PUBLIC SERVICE

KROY, Sacramento, has just completed distribution of a bulletin, detailing its public service activities to a large list of interested persons. List covered local civic leaders, local drug and grocery trades and advertising agencies.

These promotion pieces, at regular intervals, are effective. Station's introductory paragraph reads:

"All that matters today is winning the war and insuring the survival of Democracy and the security of the 'Four Freedoms'. And radio, alert to its vital role in this part of the war effort, is generously contributing its facilities, its time and its trained personnel to serve the government and our people. KROY joins American Radio fighting voluntarily with every watt of its strength to inform the people at home and to back up the men at the front."

WQAM ISSUES "SERVICE" BROCHURE

WQAM, Miami, has wrapped up its public service record for the year 1943 in an impressive brochure which is being distributed widely throughout the industry and interested groups.

This is the kind of documentary promotion which effectively impresses readers with the importance of radio in the daily lives of the people of this nation of listeners.

The brochure is profusely illustrated with photographs showing the station in action. The last page is descriptive of "The Badge of Service", illustrated on the outside cover in color. Copy under the caption reads, in part:

"The badge shown on the cover of this brochure is the ten-year service badge now being worn by nine of the WQAM 'family'. All of these have lived in Miami for many years. They have their every interest here and take active part in community affairs. They are: F. W. Borton, president, 21 years; W. W. Luce, vice-president, 21 years; Fred Mizer, station manager, 20 years; Norman MacKay, advertising director, 14 years; Hazel McGuire, operations manager, 13 years; Walt Svehla, announcer, 13 years; Phil Kelleher, announcer, 12 years; Rodger Herndon, sales representative, 11 years; William Edward Davenport, engineer, 10 years—a total of 135 years of service . . ."

WENT TO BEGIN OPERATION JULY 1

New station WENT (recently enrolled in NAB) expects to be on the air in Gloversville, N. Y., on July 1, according to Bernard M. Dabney, Jr., general manager.

George F. Bissell is president of Sacandaga Broadcasting Corp., which owns WENT. WMFF, Plattsburg, (also an NAB station) is operated by Bissell.

920 STATIONS

During the month of April, 1944, the FCC granted two construction permits. A comparative table of the number of standard broadcast stations by months, follows:

	1943:								1944:				
	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1
Operating	911	911	911	911	911	911	911	910	910	910	909	909	909
Construction	2	1	1	2	2	2	2	2	2	4	8	9	11
	913	912	912	913	913	913	913	912	912	914	917	918	920

Federal Communications Commission Docket

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, May 22nd. It is subject to change.

Thursday, May 25

Broadcast

To Be Heard in Chicago, Illinois

NEW—Calumet Broadcasting Corp., Hammond, Ind.—C. P., **1520 kc.**, 5 KW, daytime.

Federal Communications Commission Action

APPLICATIONS GRANTED

KMTR—Reed E. Callister (Transferor), Mrs. Gloria Dalton (Transferee), KMTR Radio Corp. (Licensee), Los Angeles, Calif.—Granted consent to transfer control of KMTR Radio Corp., licensee of station KMTR, from Reed E. Callister (and Miss K. L. Benning), to Mrs. Gloria Dalton, through transfer of 337½ shares of common stock, or 33.75%, in compliance with a judgment rendered in the Superior Court of Calif. (B5-TC-373).

KWKW—Southern Calif. Broadcasting Co. (Assignor), Marshall S. Neal, Paul Buhling, E. T. Foley and Edwin Earl, d/b as Southern Calif. Broadcasting Co. (Assignee), Pasadena, Calif.—Granted consent to voluntary assignment of license of KWKW, from Southern Calif. Broadcasting Co. to Marshall S. Neal, Paul Buhling, Edwin Earl and E. T. Foley, d/b as Southern Calif. Broadcasting Co., a newly formed limited partnership (B5-AL-393).

KIUL—Garden City Broadcasting Co. (Homer A. Ellison and Frank D. Conard), (Assignor), Frank D. Conard, individually, d/b as Radio Station KIUL (Assignee), Garden City, Kans.—Granted consent to voluntary assignment of license of station KIUL, from Garden City Broadcasting Co. to Frank D. Conard, d/b as Radio Station KIUL (B4-AL-408).

WCLE—United Broadcasting Co., Cleveland, Ohio.—Granted construction permit to change frequency from **610** to **640 kc.**, increase power from 500 watts to 1 KW, change hours of operation from daytime to limited (facilities of WHKC), install directional antenna and move transmitter and studio from Cleveland to Akron, subject to Commission's Policy of January 26, and conditions (B2-P-3566).

WHKC—United Broadcasting Co., Columbus, Ohio.—Granted construction permit to change frequency from **640** to **610 kc.**, increase power from 500 watts to 1 KW, increase hours of operation from L-KFI to unlimited and install directional antenna for night use (facilities of WCLE), subject to Commission's Policy of January 26 (B2-P-3567).

WMIS—Natchez Broadcasting Co., Natchez, Miss.—Granted construction permit to change frequency from **1490** to **1240 kc.** (contingent on KALB changing to **580 kc.**), (B3-P-3596)

WSON—Henderson Broadcasting Co., Inc., Henderson, Ky.—Granted petition to reinstate and grant application for modification of construction permit to increase daytime power from 250 to 500 watts, and make changes in equipment, subject to procedural requirements announced in Commission's Policy on January 26, 1944.

MISCELLANEOUS

WAAB—The Winter Street Corp., Worcester, Mass.; WEAN, Providence, R. I.; WICC, Bridgeport, Conn.; WNAC, Boston, Mass.—Granted modification of licenses to change corporate name of licensee from The Winter Street Corp. to The Yankee Network, Inc.

WEOD—The Winter Street Corp., Boston, Mass.; WEKY, area of Mt. Washington, N. H.; WEKX, area of Boston, Mass.; WEKZ, area of Boston, Mass.—Granted modification of relay station licenses to change corporate name from The Winter Street Corp. to The Yankee Network, Inc.

WGTR-WMTW—The Winter Street Corp., Boston, Mass.—Granted modification of FM broadcast station licenses to change the corporate name from The Winter Street Corp. to The Yankee Network, Inc.

The Travelers Broadcasting Service Corp., Hartford, Conn.—Placed in the pending file in accordance with Commission's policy adopted February 23, 1943, the application for construction permit for new commercial television station.

The following applications for new high frequency FM broadcast stations were placed in the pending file in accordance with Commission's policy adopted February 23, 1943:

WIBX, Utica, N. Y.; WPTF Radio Co., Raleigh, N. C.; The Associated Broadcasters Co., San Francisco; WIBM, Inc., Jackson, Mich.

KFI-KECA—Earle C. Anthony, Inc., Los Angeles, Calif.—Denied petition for extension of licenses under Order 84-B to October 1, 1945; designated renewal of license applications of KFI and KECA for hearing, and authorized extensions of licenses pending determination of applications for renewal.

WORD-WSPA—Spartanburg Advertising Co., Spartanburg, S. C.—Denied petition for continuance of effective date of Sec. 3.35 of the Rules insofar as petitioner's stations are concerned, for a period of 6 months from May 31, 1944 (Commissioners Craven and Wakefield dissenting).

WRBL—The Columbus Broadcasting Co., Inc., Columbus, Ga.—Granted request for 30-day extension of time within which to satisfy the terms of the conditional grant of construction permit to install a synchronous amplifier in accordance with WPB clearance.

WMFR—WMFR, Inc., High Point, N. C.; WGBG, Greensboro Broadcasting Co., Inc., Greensboro, N. C.—Granted petition requesting a finding that multiple ownership rule is inapplicable to stations WMFR and WGBG.

WOWO-WGL—Westinghouse Radio Stations, Inc., Fort Wayne, Ind.—Granted petition for extension of licenses for a period of 60 days, in order to complete negotiations to comply with Sec. 3.35 of the Rules.

WIBG—Seaboard Radio Broadcasting Corp., Glenside, Pa.—Authorized engineering department to grant further continuances of program tests for a period aggregating not more than 6 months.

In order to obtain information for the purpose of considering the practical effects of the Chain Broadcasting Regulations (Sections 3.101-3.108) which have been in effect approximately one year, the Commission authorized a request to all standard broadcast licensees for information which will permit a comparison of the distribution of network and non-network programs for a given week in April 1943 with a given week in April 1944.

LICENSE RENEWALS

WHKC—United Broadcasting Co., Columbus, Ohio.—Granted renewal of license.

KWJJ—KWJJ Broadcast Co., Inc., Portland, Ore.—Granted renewal of license for the period ending May 1, 1945.

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Granted renewal of license for the period ending December 1, 1945.

WSM—The National Life and Accident Ins. Co., Nashville, Tenn. —Granted renewal of license for regular and auxiliary transmitter for the period ending November 1, 1946.

The following stations were granted renewal of licenses for the period ending May 1, 1946:

KFAR, Fairbanks, Alaska; KUTA, Salt Lake City; KTBC, Austin, Texas; WILL, Urbana, Ill.; WWNY, Watertown, N. Y.

The State University of Iowa, Iowa City, Iowa.—Granted construction permit for new station to operate on **42700 kc.**, 1 KW, unlimited time; special emission for FM (B4-PED-28).

The following stations were granted renewal of licenses for the period ending June 1, 1945:

WPEN-FM, WCAU-FM, Philadelphia; KDKA-FM, Pittsburgh, Pa.; WBZ-FM, Boston, Mass.; WBZA-FM, Springfield, Mass.

APPLICATIONS FILED AT FCC

580 Kilocycles

WILL—University of Illinois, Urbana, Ill.—Authority to determine operating power by direct measurement of antenna power.

920 Kilocycles

WGST—Georgia School of Technology, Atlanta, Ga.—Construction permit to make changes in the auxiliary transmitting equipment.

940 Kilocycles

KTKC—J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalis Publishing Co., d/b as Tulare-Kings Counties Radio Associates, Visalia, Calif.—Voluntary assignment of license to J. E. Richmond, Homer W. Wood, Percy M. Whiteside, Morley M. Maddox and Charles A. Whitmore, d/b as Tulare-Kings Counties Radio Associates.

730 Kilocycles

NEW—Potomac Broadcasting Corp., Alexandria, Va.—Construction permit for a new standard Broadcast station to be operated on **730 kc.**, power of 250 watts and daytime hours of operation.

750 Kilocycles

KXL—KXL Broadcasters, Portland, Oregon.—Special service authorization to operate from local sunset to 11:30 p. m., PST, using directional antenna in order to broadcast baseball games.

1230 Kilocycles

NEW—C. H. Fisher and B. N. Phillips, a partnership, Olympic Broadcasting Co., Port Angeles, Wash.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, power of 250 watts and unlimited hours of operation.

KGEK—Elmer G. Beehler, Sterling, Colo.—Modification of license to change hours of operation on Sunday from 11 a. m. to 12:15 p. m. and 2:30 p. m. to 3:30 p. m. to 2:30 p. m. to 4:45 p. m., MST.

1240 Kilocycles

KFJI—KFJI Broadcasters, Inc., Klamath Falls, Oregon.—Transfer of control of licensee corporation from George Kincaid, Executor of the Last Will and Testament of John A. Kincaid, Deceased, to George Kincaid (64 shares common stock).

KAVE—Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., a partnership, Carlsbad, New Mex.—Voluntary assignment of license to Carlsbad Broadcasting Corporation.

NEW—Mississippi Broadcasting Co., Inc., Macon, Miss.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts and unlimited hours of operation.

1450 Kilocycles

KNET—Palestine Broadcasting Corp., Palestine, Texas.—Modification of license to change hours of operation from daytime to unlimited.

1490 Kilocycles

NEW—P. K. Ewing, Jr., and F. C. Ewing, a partnership, d/b as Ewing Broadcasting Company, Jackson, Miss.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, 250 watts power and unlimited hours of operation.

FM APPLICATIONS

NEW—United Broadcasting Co., Columbus, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48100 kc.** with coverage of 12,400 square miles.

NEW—Fred Jones and Mary Eddy Jones, d/b as Fred Jones Broadcasting Co., Tulsa, Okla.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45300 kc.** with coverage of 22,000 square miles.

NEW—The Times Picayune Publishing Co., New Orleans, La.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44300 kc.**

NEW—WCBS, Inc., Springfield, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.** with coverage of 11,594 square miles.

NEW—A. H. Belo Corp., Dallas, Tex.—Construction permit for a new high frequency (FM) broadcast station to be operated on frequency of between **43100-44300 kc.**

TELEVISION APPLICATIONS

NEW—Radio Corporation of America, area of Camden, N. J.—Construction permit for a new experimental television relay broadcast station (reinstatement of W3XAD) to be operated on **321000-327000 kc.**, 500 watts power, A5 emission for visual and A3 and special emission for aural.

NEW—Radio Corporation of America, Camden, N. J.— Construction permit for a new experimental television broadcast station (reinstatement of W3XEP) to be operated on Channel #5—**84000-90000 kc.**, power of 30 KW peak for visual and 30 KW for aural, A5 emission for visual and A3 and special emission for aural.

NEW—Jacksonville Broadcasting Corp., Jacksonville, Fla.—Construction permit for a new commercial television broadcast station to be operated on Channel #1, **50000-56000 kc.**

NEW—King Trendle Broadcasting Corp., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (**60000-66000 kc.**).

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

David D. Doniger & Co., 305 Fifth Avenue, New York City, is charged in a complaint with violation of the Wool Products Labeling Act and the Federal Trade Commission Act in connection with the interstate sale of wearing apparel which it manufactures in its plants at Summit and Dover, N. J. It manufactures various kinds of sportswear at the Summit plant and sweaters for the armed forces at the Dover factory. (5157)

Know Your Bible Company, Roy E. Castetter, Margaret H. Castetter, Robert C. Castetter and Rosemary C. Steffens, copartners, 317 Sycamore St., Cincinnati, and Bert Ray trading as R & R Furniture Co. and R & R Sales Co., 666 Lake Shore Drive, Chicago, are charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce. (5158)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

American Art Clay Company—An order to cease and desist from violation of the Robinson-Patman Act in connection with the sale of educational supplies such as chalk, crayon, paint sets and art materials has been issued against American Art Clay Co., Indianapolis. (5094)

Bausch & Lomb Optical Co., Rochester, N. Y., has been ordered to cease and desist from certain misrepresentations in connection with the sale of spectacle lenses. (4903)

Belt Oil & Chemical Corp., 1265 Broadway, New York, Ernest Buchbinder and William Blitz as its officials, and Philip M. King, Jr., Stella King, Lila King and Lillian McKinley, copartners trading as Overman & Co., 9 Rockefeller Plaza, New York, in connection with the sale and distribution of a product sold under the trade name "Rubber-Life" has been ordered to cease and desist from misrepresentation of the properties of the product. (4973)

Howard J. Force, former president and manager of the Scientific Manufacturing Co., Inc., and presently a partner in The Force Co., 425 Prescott Ave., Scranton, Pa., both of which concerns were found to be directed and controlled by him, has been ordered to cease and desist from misrepresentation of the therapeutic value of medicinal preparations designated "Pheno-Isolin," "Pheno-Isolin Ointment," represented as effective antiseptics and germicides, and "Dialin," represented as an effective treatment for diabetes. (4482)

Imperial Drug Exchange, Inc., trading as Dupree Medical Co., 20 East 17th Street, New York City, and its president, Abraham Parodney, has been ordered to cease and desist from misrepresenting the therapeutic value and safety of preparations they sell under the names "Dupree Brand New Formula Pills" and "Dupree Pills, Double Strength, New and Improved Formula." (5094)

FTC DISMISSES COMPLAINT

The Federal Trade Commission has dismissed without prejudice its complaint charging H. M. Manheim & Co., Inc., 87 Nassau Street, New York City, with misrepresentation in connection with the sale at retail of jewelry, silverware, luggage and giftware. The complaint charged that the respondent company had made misleading representations in its catalogs and price lists which were designed to induce the erroneous belief that it is a wholesaler or distributor selling to groups and individuals at lower prices approximating those at which retailers buy the same or comparable merchandise at wholesale.

The Commission ordered dismissal of the complaint after it appeared that the respondent had expressed its intention, in writing, of complying with the trade practice conference rules promulgated by the Commission for the catalog and giftware industry on December 23, 1943, and had furnished satisfactory evidence in respect of such intention.

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol 12, No. 21, May 26, 1944

RADIO BILL IN COMMITTEE

A revised bill amending the Federal Communications Act has been submitted for the consideration of the Senate Interstate Commerce Committee by Senators Wheeler and White. Both of the sponsors stated that they are not in entire agreement on certain provisions of the bill.

Copies of the bill have been made available to members of the NAB Legislative Committee which will hold a two-day session in Washington on Monday and Tuesday, the 29th and 30th. The Committee will formulate a statement of its views regarding the various provisions of the proposed law. Chairman Don Elias has been assured by Senator Wheeler, as well as other Interstate Commerce Committee members, that full consideration will be given to any suggestions made by this Committee on behalf of the industry.

WJJD STANDS PAT

Following the hearing before the Panel appointed by the Regional War Labor Board in Chicago to hear the arguments in the labor dispute between AFM Local No. 10 and Radio Station WJJD, union officials sought to re-open negotiations with the station. The hearing was held on Wednesday (17) and on Friday the union officials met with Manager Ralph Atlass and his attorneys. New demands made were that the station employ 8 staff musicians and 6 record turners. This the station declined to do and renewed the offer made prior to the strike. This involved a three-year contract under which the station would employ 11 musicians the first year and 12 during the second and third years. All such employees would be available for use as musicians or as record turners.

The new negotiations were held with full knowledge and approval of the War Labor Board Panel with the understanding that if an agreement was reached the Panel would be dissolved. However, no decision having been reached, the Panel will continue with the case and make its report and recommendations to the War Labor Board.

HOW TO MENTION FEDERAL EXCISE TAX IN RETAIL RADIO ADVERTISING

The May 5 issue of NAB REPORTS (page 145) carried a summary of an amendment of the OPA order regarding the Federal Excise Tax. The story appeared under the heading, "RETAIL RADIO ADVERTISING MUST STATE TAX SEPARATELY."

Since that advance release, a further interpretation has been placed on the provision "that the amount of the tax must be separately stated in radio advertisements, as well as in printed advertisements." This has now been interpreted as follows:

"(1) Advertising. All advertisements which state prices must separately state the tax for every item covered by this order in one of the following ways:

"(i) You may state your price exclusive of tax, but indicate in the advertisement that the purchaser will have to pay a tax in addition to the price."

(When prices quoted do not include tax, the words "plus tax" are sufficient but necessary and must be included. *The amount of the tax need not be stated.*)

"(ii) You may state the total price inclusive of the retail Federal excise tax with a notation following the price that the price includes the 20% retail Federal excise tax. A statement in the following form is sufficient: Price $1.20, 20% tax incl. A statement 'tax incl.' which does not state the percentage is not sufficient.

"(iii) You may indicate somewhere in the layout or the announcement that the prices for sales of designated items covered by this order include 20% tax."

SMALL MARKET STATIONS COMMITTEE EXAMINES STUDY OF GROUP SELLING

"For the vast majority of small market stations," declared Marshall Pengra of KRNR, Roseburg, Oregon, Chairman of the NAB Small Market Stations Committee, "group selling of five, seven, ten or more stations at one time offers the best approach to increased national advertising." Mr. Pengra's statement followed a two-day meeting of the Committee at the NAB headquarters in Washington on May 22 and 23.

During the day and night sessions, the Committee examined and analyzed a preliminary study of small market station coverage prepared by the NAB Engineering and Research Departments. For the purposes of the study, a small market station was described as being located in a community of less than 50,000 population, outside the geographic limits of metropolitan districts as defined by the U. S. Census, and operating with less than 5000 watts power. Under this definition, 379 standard broadcast stations were classified as small market stations.

The preliminary study revealed that such stations cover a substantial percentage of all radio homes, the actual percentage varying from 3.83% for such densely populated areas as Connecticut to 81.71% for such predominantly rural areas as Kansas. Detailed figures by states will be incorporated in a presentation to be made during the NAB War Conference in Chicago from August 28 to 31.

The Committee also discussed the technical problems of these stations and agreed that broadcasters employing eight or less persons are generally overstaffed technically, resulting in too few production people and salesmen. Because of the relation of the manpower problem to this phase of small market station operation, the Committee decided to table the subject for continued study and future consideration.

During the opening session, the Committee invited Cap-

(Continued on page 168)

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

SMALL MARKET STATIONS COMMITTEE EXAMINES STUDY OF GROUP SELLING

(Continued from page 167)

tain Morgan D. Wheelock, Chief of the Placement and Education Branch, Personal Affairs Division, to outline the Army Air Force rehabilitation program. The Committee visualizes the possibility of small market stations providing training courses for AAF physical medical discharges. Since such stations have long served as training grounds for announcers and operators, many of whom have moved on to the larger stations and networks, the proposed training program might well make a substantial contribution to the rehabilitation of World War II veterans.

In the discussion, members pointed out that such physical medical discharges with only one leg or one arm might be capable of earning a good living in broadcasting. Captain Wheelock believes that a sufficient number of cases will be available within two or three months to permit detailed planning of the program.

Although highly critical of the Office of War Information at its meeting in Washington on June 9 and 10, 1943, the Committee this time invited John D. Hymes, Director of Stations Relations for OWI, to attend in order that it might thank this agency for steadily improved service in the provision of government programs of war information, and for making such service available for local sale. In fact, the Committee passed unanimously a resolution of appreciation and thanks.

In a review of FCC Order No. 120, amending Section 3.407 relating to mechanical records, the Committee expressed the opinion that the revised rules and regulations fail to solve the problem of too frequent repetition of the words "recorded" and "transcribed." The members generally believe that there is now no need to identify transcribed announcements as such, but that programs of five minutes' duration or longer should be so announced not less frequently than once each hour.

Although there was an extended discussion of the desirability of having a Small Market Stations Director on the NAB staff, the Committee decided to defer a request for such representation until a later date. Meanwhile, it urged small market stations to make fuller use of the facilities and personnel already established at the headquarters of the trade association.

At the request of the Committee, Howard S. Frazier, NAB Director of Engineering, outlined developments in FM and television and reviewed the work of several of the RTPB panels. As a result of the meeting with Mr. Frazier, the Committee has addressed a formal request to Panel 4 (standard broadcast) to study ways and means by which small market stations can increase their nighttime coverage through a reduction of co-channel and adjacent channel interference. The Committee also requested Panel 4 to investigate the desirability of revising the qualifications and requirements for various classes of licenses and for various classes of stations.

The Committee also requested J. Harold Ryan, NAB President, to appoint a District Chairman in each of the seventeen NAB Districts. These are expected to be announced in a few days.

To acquaint the industry with the manifold problems of small market stations, the Committee has requested one hour during the forthcoming NAB War Conference. Tentative plans have been outlined for a dramatic presentation of the part that such stations play in the radio listening and community life of the areas they serve. To review the presentation and the problems it covers, the Committee plans another meeting just prior to the NAB membership gathering in Chicago.

The meeting in Washington this week was attended by Chairman Pengra, James R. Curtis, KFRO, Longview, Texas; Robert T. Mason WMRN, Marion, Ohio; William B. Smullin, KIEM, Eureka, California; and Lewis H. Avery, NAB, who served as secretary. Fred Schilplin, KFAM, St. Cloud, Minnesota, and James W. Woodruff, Jr., WRBL, Columbus, Georgia, were unable to attend.

FCC WARNS NETWORKS

The Federal Communications Commission has sent the following letter to all national and regional networks:

"The Commission is informed that certain of the major networks have recently advised their affiliates of new policies concerning the availability of network programs for FM broadcasting. Certain provisions in the new affiliation contracts with standard broadcast stations relative to the network affiliation of FM stations owned or operated by the networks' affiliates have also been noted.

"The Commission's Report on Chain Broadcasting, dated May 2, 1941, states (p. 3, footnote 11):

> 'Similarly, the appearance of network broadcasting in the frequency modulation (FM) field will merit careful study by the Commission.'

"and the Commission's Regulation 3.261(c) provides:

> 'Sec. 3.261—Minimum operating schedule: service.—(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the (FM) station, the extent to which the station has made or will make use of the facility, to develop a distinct and separate service from that otherwise available in the service area.'

"The Commission would appreciate receiving from you at this time a full statement of your present policies and methods of operation relative to FM broadcasting, together with an outline of your plans for the development of and future operations in this field. Any comments you may care to make indicating the extent to which your present and proposed policies and operations conform to the policy of the Commission's Chain Broadcasting Regulations and Regulation 3.261(c) will be welcome.

By direction of the Commission,

T. J. Slowie,
Secretary."

COHEN TO LONDON

Philip H. Cohen, for the past two years associated with the Radio Bureau of the Domestic Branch of War Information, and who resigned as chief of that Bureau recently, has joined the Overseas Branch of OWI. He is scheduled to leave soon for London where he will take up his duties as Director of the new American Broadcasting Station in Europe—ABSIE.

This station started operation on April 30. It is through ABSIE that the psychological warfare activities will be conducted and Cohen will cooperate closely with General Dwight D. Eisenhower, Commander of Allied Forces. At present ABSIE is broadcasting 8½ hours daily in 6 different languages but this output will be greatly increased with the start of the European invasion. The station will send messages to the underground, relay instructions from military headquarters and will be coordinated with the British broadcasting stations in the dissemination of general news and information in support of the armed forces.

Mr. Cohen, a Harvard graduate, takes to his new post in London a background of splendid experience in the field of radio.

SMITH IS NEW TREASURY RADIO CHIEF

Robert J. Smith is the new Chief of the Radio Section, War Finance Division, Treasury Department, Washington.

He was installed at 9 o'clock Monday (22) morning with the simple ceremony of taking off his coat and going to work.

"Bob" Smith began his radio career on WFAS, White Plains, N. Y., when it was a hundred watt station. There he learned how to do personally most of the things it takes to keep a local station strong. After White Plains his next stop was WNEW, New York; then to WOR and later on MBS.

His eight years in radio were superimposed upon five years experience in business for himself in merchandising, advertising and sales counseling.

At WOR Mr. Smith was a member of the station's Sales Committee and a member of the "Million Dollar Club." At the Network he was an account executive, a post at MBS which requires a firm knowledge of programming, research and planning.

He still keeps his hand in script writing, when time permits, and has produced over 150 scripts that have been heard over WOR or MBS.

Ship
5 & 15 Min. ETs
for 5th War Loan

Treasury Lists
5 Bond Days

Shipment of the first batch of Treasury 5-minute Songs for Today and 15-minute Treasury Salutes, for sustaining or sponsored use during the 5th War Loan campaign, is being made today. These transcriptions should reach all stations on or about June 1.

The first program in the series of four 30-minute non-sponsorable shows will be next to reach stations.

If the first batch of 5-minute and 15-minute platters fails to reach stations by Monday morning, June 5, it is suggested that stations wire:

Robert J. Smith, Chief, Radio Section
War Finance Division
Treasury Department
Washington Building
Washington 25, D. C.

"Four for the Fifth" Series

Arch Oboler and William N. Robson will write and produce the four 30-minute radio plays. Cast will include top ranking radio, stage or screen talent. These may not be sponsored. Titles are:

Program #1—"**Surrender**"
by Oboler
Program #2—"**High Command**"
by Robson
Program #3—"**I Want to Go Back**"
by Oboler
Program #4—"**E Day**"
by Robson

Ted R. Gamble, national director of the War Finance Division, characterized this dramatic series as "the toughest, hardest-hitting war stories yet told to the American people."

Five Bond Days

The schedule of bond days during the 5th War Loan, as announced by the Treasury, are:

NBC, June 13
MBS, June 17
CBS, June 20
Independent
Station Day, June 22
Blue, June 24

It is recognized by the Treasury that it may not be feasible for all non-affiliated stations to observe June 22 as "Independent Station Day." Treasury understands that some other day, during the course of the 5th War Loan, may be preferable. However, only by designating a particular day as "Independent Station Day," was it possible to recognize such stations as a group.

MORE THAN FIVE HUNDRED PHOTOGRAPHS SENT IN FOR PUBLIC RELATIONS BOOK

Thanks to the generous response of station managers and promotion men and women throughout the industry, NAB now has on hand more than five hundred photographs illustrating a select list of public relations subjects for the forthcoming book, "Management in the Public Interest." Subjects were outlined in a special bulletin April 25.

Still Time to Send Photos

There is still time to send in your best photographs covering these subjects. Selection has barely begun and several weeks will be required to classify and grade those on hand. Send them to Willard D. Egolf, National Association of Broadcasters, 1760 N St., N.W., Washington 6, D. C.

FIFTH WAR LOAN SALES PORTFOLIO

With this issue of the NAB REPORTS is enclosed a special Broadcast Advertising Bulletin regarding the Fifth War Loan. There is also included a Sales Portfolio to help you sell local advertisers on an even greater use of broadcast advertising to support this nationwide drive. Be sure this material reaches those in your organization who can put it to work immediately. Extra copies of the Sales Portfolio are available—wire or write for as many as you need.

"WAR CONSCIOUS COPY" BEING SUPPLIED NAB BY STATIONS

"War conscious copy," which means continuity taken from station files that illustrates the originality of local broadcasters in promoting the war effort, is wanted by NAB.

This copy, relating only to local efforts and not connected in any way with OWI assignments, will be bound as a permanent war record for the industry. *NAB already has the OWI records on hand.*

A special bulletin of May 19 explained the request in detail and gave some samples of "war conscious copy." Stations are asked to send their samples to Arthur Stringer, Secretary, NAB War Committee, 1760 N St., N.W., Washington 6, D. C.

"D" DAY PRAYERS OVER WROK

Prayers for our fighting men in the invasion of Western Europe have been recorded by prominent ministers of Rockford, Ill., and will be broadcast by station WROK on "D" Day and the first six days thereafter.

Representing all faiths, the prayers are one minute in length and will be used on WROK's 12:15 p. m. and 6 p. m. news broadcasts. Fourteen different pastors are participating.

WRVA CAMPAIGN PRODUCING "SMOKES FOR OUR WOUNDED"

(From the WRVA News Bureau)

Since December, 1943, when WRVA's "Smokes For Our Wounded" Drive was originated, public enthusiasm has gathered momentum to such a degree that, at this writing, hundreds of "packs for the men on their backs" are arriving weekly at our studios in Richmond and Norfolk, Virginia. Cartons come from many states; from schools, colleges, clubs, church societies and from individuals of all walks of life. Many of these contributors, individual or collective, pledge a given amount of cigarettes each week, assuring a steady flow from them, via WRVA, to government hospitals in the Old Dominion.

Theaters in Richmond, Norfolk, Portsmouth and other cities, are cooperating whole-heartedly. Placards and receptacles are stationed in the lobbies to solicit contributions. Department stores and banks make room for window and lobby displays of pictures, which bear graphic testimony to the efficacy of the Drive—Coast Guard shots of some of "our wounded," lying in their beds and smiling gratefully as a Grey Lady, or Wave or Wac, or Red Cross Nurse hands them their special pack on which is a small red, white and blue sticker bearing the salutation "Good Luck from Listeners of WRVA."

Joe Brown, originator and emcee of "Smokes For Our Wounded," has worked indefatigably to keep public enthusiasm at white heat. On his Tuesday night "Okay, America!" show, his Saturday morning "Radio Gang" of talented youngsters, and the twice-weekly "Victory Mothers" shows, the call goes out to listeners, "Keep those smokes rolling in, folks! Remember, now our boys are back, and *on* their backs, now's the time to let them know you haven't forgotten them. WRVA is going to continue to gather smokes for our wounded just as long as there is a wounded man who wants the comfort of a smoke. So, keep on sending in that extra pack" . . . etc.

Saturday afternoon's "Smokes For Our Wounded" program is designed both for the men in hospital and contributors to the Drive. Joe Brown emcees recorded music, request numbers from "our wounded," and entertains with live talent, as well.

Saturday night's "Okay, America" shows are devoted entirely to the men in hospitals, and emanate from one of the wards of a naval or military hospital in the Tidewater section. For a half hour before the show goes on the air, Joe Brown and his troupe of entertainers—pretty girl singers and dancers, comedians, instrumentalists, gagsters and so forth—amuse the patients, some of whom lie quietly on beds of suffering, others push around in wheel chairs, and still more fortunate men up and "on their two feet."

When "Okay, America" goes on the air, it is given over entirely to these wounded servicemen, many of whom are eager to try their talents at the mike. One man may feel impelled to sing a tune he's very fond of; another wants to say a word to "the folks back home"; a funny story or a bit of doggerel from another "buddy" sets the ward off in guffaws of laughter; one lad has a harmonica and knows how to use it; and without exception, each of these fellows adds an appreciative word, heartfelt and unrehearsed, for WRVA and its listeners.

When the Hunter McGuire General Hospital in Chesterfield County, Virginia, opens its doors to wounded men, WRVA will be right there, ready to divert and entertain "our wounded," heroic young patients. And our listeners will be eager and anxious to send that "extra pack for the boy on his back."

WJAG SERVES IN EMERGENCY

A flash flood of the North Fork River broke into the business section of Norfolk, Nebraska, in the early morning hours of May 12. For several days prior to the flood Radio Station WJAG had broadcast warnings of the impending danger. The emergency signal was sounded at 3:45 in the morning and Manager Art Thomas went to his office in the basement of the Hotel Norfolk and proceeded to assemble his operating crew. He was forced out of his office by inrushing waters but established headquarters in the Mezzanine floor studio. Announcers were prevented by the flood from reaching the studio but proceeded to the transmitter which is located on a hill and started broadcasting at 4:17 in the morning.

The flooding of the telephone building put all phones in Norfolk out of order and the telegraph office was isolated. Radio Station WJAG was the only means of getting information and instructions to the people from the Red Cross, American Legion, city and state officials. Appeals were made over WJAG to listeners in Omaha to notify KOWH and two-way communication was established. This was maintained for two days and was the only means of outside communication.

Most of the station's records were destroyed, all the furniture was ruined but the typewriters and steel filing cabinets were salvaged.

Hundreds of warnings, appeals, and reports were made. Any person interested in getting a digest of these may obtain them from the station.

This is another story of outstanding service which a local radio station has made to the community.

LIBRARY ASSOCIATION SPOTS

The following item from the American Library Association Bulletin of May is of particular interest to those conducting women's programs in radio stations:

The American Library Association is sending spot announcements on the services of public libraries to 750 women directors of radio programs, in cooperation with the National Association of Broadcasters. The 750 directors have agreed to adopt the topic "The American Home" as a theme for special emphasis in May and June, and they will use the spot announcements, together with those submitted by other national organizations, during that period.

A covering note enclosed with the library plugs suggests that the radio program director consult the local library before using them, in order to adapt rather generalized statements to the local situation. Since the local library has a major interest in making this publicity effective, it might be worth while for the librarian to visit the radio station and express an interest in knowing more about the American Home Campaign.

If the station does not happen to be one of those cooperating and can be persuaded to use spot announcements about libraries, a set may be obtained from the Public Relations Division, American Library Association, 520 N. Michigan Ave., Chicago 11.

WHEELER-FLY HAIL RADIO

Senator Burton K. Wheeler (D.-Mont.), Chairman of the Senate Interstate Commerce Committee and also of the Joint Committee on the Centennial of the Telegraph, delivered an address at the exercises held in the Capitol Rotunda on Wednesday (24). Following are Mr. Wheeler's remarks:

The Future of Communications

We have met here today to commemorate an epochal event in the lives of mankind and to pay honor to the memory of a great man. The event was the first important public demonstration of the wire telegraph; the man was SAMUEL F. B. MORSE, a New England Yankee who preserved through the years of adversity to accomplish his objective. Just one hundred years ago this morning, in a room below us in this Capitol and before distinguished men and women of that day, MR. MORSE tapped out, fittingly enough, a verse from the Bible—"What hath God Wrought." Forty miles away in Baltimore, his co-worker, Alfred Vail, received the message.

It is particularly appropriate that the commemorative ceremonies take place here for it was a Congressional grant of $30,000 which enabled that first telegraph line to be constructed.

This was a major achievement in the use of electricity. It paved the way for the oceanic cables, for the telephone, and the radio. It created world-wide interest in that little-known force—electricity—and is largely responsible for the amazing electrical world in which we live—and for the even more amazing electronic wonderland of tomorrow.

But even more important, I believe, was the economic and social impact of this new, speedy method of communication. Nowadays, all of us take telegraphing or telephoning across the country or around the world as a matter of course. To me it is important to remember that only eighty-four years ago our citizens still looked upon the pony express as a new wonder of the world. In Europe and in America, carrier pigeons and semaphore posts were agencies of what was regarded as speedy communication.

The telegraph brought our Republic together; it permitted citizens to know what men thought and what they were doing elsewhere. It implemented the economic and industrial development of our own Nation and of the world.

The past is history and history is only a prelude to tomorrow. What then, may we expect from this new art which is still only in its infancy?

First, let us consider communications—the business of getting information from one to another quickly. After all, a motivating force behind MORSE was the fact that word of his wife's death in New Haven did not get to him here in Washington until seven days after her funeral.

Avoiding technical details, there are two basic means of telegraphic communication—over wires and over the ether without wires. The latter—which we know commonly as wireless or radio—was made possible by the development of the vacuum tube. It is a newer art, a refinement of communication by wire, but it has not outmoded wire communications. Both are in use today; both will be in use side by side because each has a function to fulfill.

But communications—written or spoken words, music, pictures, and even your own handwriting—can be and are transmitted over vast distances by both means.

For example, it is now possible to send hundreds of simultaneous messages over one pair of wires—a few years ago only two or four messages could be sent at once. Remember when every town and the countryside had poles with hundreds of wires? If it wasn't for that development, it would require a forest of poles for all the wires that would be necessary to carry today's amount of communications. Another device permits not only many simultaneous messages to be sent over land and ocean but to send them in a steady, uninterrupted flow so that the conductor is used to maximum capacity. Still another device allows the sending of messages over a conductor which is used for another purpose—for example a high power line carrying vast amounts of electric power from one area to another can be used to transmit messages without interfering in any way with the normal use of the wire.

Already in use is a device which enables you to drop a message or a picture into a box, much as you drop a letter into a mail box. In the cabinet your message is scanned by an electric eye and is transmitted in your own writing to a central receiving point for subsequent transmission to its destination. Actual facsimiles of important papers in the sender's own writing are now transmitted across continents. Right now in China—for example—that system is followed by our Army to avoid delay and difficulty in transmitting Chinese characters.

Everyone knows of the teletype—that amazing electrical typewriter so widely used here and abroad to facilitate the transmission of lengthy correspondence.

At this very minute in New York a press service using radio telegraph is picking up more than 400 words per minute from Moscow—and last night Moscow was receiving 200 to 300 words a minute from us. A metropolitan newspaper using radio telephone, talked with Australia at the rate of 250 words per minute and this morning we read the story.

Not only words, but pictures of battle scenes on the Russian front, the Italian front, the South Pacific—come flowing in every minute of the day. Our ships in the far reaches of vast oceans are in instant and constant communication with their bases, or with one another if it is desirable or necessary. Our airplane pilots, bombing enemy targets, talk with one another, or with their commanding officer on a carrier hundreds of miles away. They are guided in to landings, on hidden jungle airfields or on board ship—by radio devices. Through radio, navigation has become so exact a science that vessels will not miss a designated point by 100 yards. Through radio we know far in advance not only of the approach of a fleet of warships or of airplanes, but how many, what kind, and their exact location from minute to minute. A commanding officer may give orders to his troops which at the very moment are engaging the enemy over an area too large for visible signal communication.

But I am beginning to talk about things that are better left unsaid now—these and many other devices so amazing that ordinary minds cannot comprehend their wonders—are actually in operation today—now. They will affect and perhaps change the lives of all mankind after this war.

Perhaps here we should take a glimpse into the future of this electronic fairy land. Mail sorted and distributed by electric automatons; automobiles protected from accidents at dangerous crossings by electric eyes; railroad train crews always in full communication with each other and with the dispatcher; railroad trains protected by automatic stopping devices; automatic automobile driving on main cross-country highways by means of a master pilot; electric eyes which unfortunately for some of us—tell police stations for ahead just how fast the driver is going; facsimile newspapers and television newsreel scenes not only in the home but even in the automobile as we drive along; the transmission of electric power, not by wire, but by wireless; cooking and heating homes by radio; the processing of metals and plastics by heat induction through radio; even the production of electric power from the sun through use of vacuum tubes.

All of these things are not only possible;—many are already accomplished, practical working facts. Only a few are still in the experimental stage. And all this, mind you, is only the beginning!

I have touched on the future development in this industry for one important purpose—I am firmly of the opinion that it makes clear that a new world is opening up before us and succeeding generations;—a world in which there will be the greatest economic opportunity for men who have the courage and intelligence to cope with its problems.

Those jeremiahs who preach of an already finished economy, of an age which must adjust itself to a worn out industrial economy, are blind to the facts. They are the descendants of those who called MORSE a crank and a fool one hundred years ago, and laughed at his financial backers as having wasted their money.

But this new world is not going to put a roof over our heads or bread in our mouths while we sit idly by doing nothing. No, it will require patience and cooperation and hard work by all men, but it is full of opportunity for those who wish to make something of it for themselves.

What is important is that communications and other new industries will afford millions of jobs for our young men who will come back from the war anxious for a secure economic existence. These industries will bolster our economy and strengthen our social and economic structure if we today have the intelligence to prepare for their advent with sound governmental policies—policies which will encourage the maximum of development by private enterprise, but without permitting such new developments as television and facsimile to become the private monopoly of either a few individuals in a nation or of any particular country.

The life of SAMUEL MORSE, whom we honor today,—this man who was fifty-two years old before he achieved his goal after years of struggle, must give all of us renewed courage and faith in our own personal futures and the future of our country.

Let us follow the precept of the great Justice Holmes—"Have faith and pursue the unknown end."

James Lawrence Fly, Chairman of the Federal Communications Commission, spoke on the topic of "World Communications of Tomorrow" in a talk over CBS on Tuesday (23). His remarks follow:

World Communications of Tomorrow

On May 24, 1844, after twelve years of effort, Professor Samuel F. B. Morse completed his first practical demonstration of the telegraph. On that day, his now famous message, "What Hath God Wrought?" was tapped out in the Nation's Capitol and sped over the wire to Baltimore. Tomorrow, a century later, in the rotunda of the capitol building, and at other places throughout the land, Americans will pause to pay tribute to the memory of Professor Morse and his great invention.

From earliest days, men have searched for better means of communication. The war-drum and tom tom of savage peoples, the smoke-column of North American Indians, horn-blasts, signal fires, carrier pigeons, fleet-footed messengers and semaphore signalling are eloquent testimony in support of this fact. Over a thousand years before the birth of Christ, Agamemnon arranged a system of beacon fires in order that he could flash news of the Trojan victory from Asia Minor to Greece. Gradually men learned that human messengers are swift but birds are swifter; sound waves are fast, but light waves are faster. And finally in the 19th century, Morse demonstrated that instantaneous communication was possible.

Proof that man craves to communicate with other peoples is the fact that we have in use today all the types of communication that have ever received popular approval. While the Army now has its walkie-talkie and all other modern means of swift communication, runners are still dispatched from front positions to the rear; Western Union utilizes a veritable army of human messengers, some on foot and some on wheel; horn-blasts are commonly used by ships in a fog; other sound devices, light signals, carrier pigeons and semaphore are still used for various types of communication. Men have never abandoned a successful system; they have simply added new ones. However, by far the greatest number of fast communications today are carried by one of the many devices utilizing electrical energy for its power.

Professor Morse was the first to harness electricity for communication purposes. In fact, his electro-magnetic telegraph—as he called it—was the first great electrical achievement. From it have come the landline telegraph system with 33,000 telegraph offices and agency stations serving 90,000 points in this country alone; the ocean cable system with 350,000 miles of cable line connecting the various continents; a system of point-to-point radio communications connecting many important cities throughout the world; radio broadcasting, which makes it possible for you to hear me tonight, and the telephone with over 26,000,000 stations in the United States to say nothing of the rest of the world. All these forms of modern communication use electricity to do their work. This is of particular interest to me because the jurisdiction of the Federal Communications Commission extends over all forms of communication by electricity.

In the early days of electrical communication, equipment consisted chiefly of the Morse key and sounder. Operators could send only one message at a time over each wire, at the rate of thirty words per minute. Today, the modern teleprinter has replaced the key and sounder. It is now possible to send over 250 messages at once over a single pair of wires. Efficient operators transmit at the rate of 75 words per minute. By use of modern multiplex and carrier system methods, it is possible to achieve a word-volume capacity from 250 to 1,000 times as great as was possible with early equipment. By a transmission process called facsimile, pictures, diagrams and tables can be scanned and sent over the wires. Similar advances have been made in our cable, radio and telephone systems.

It is interesting to note how many of Morse's original ideas, at first thought impractical, are back in use today. His first receiver made pencil marks on a tape. Today, after 60 years of reception by ear, the industry has developed and adopted the teleprinter which records the message on a tape. Morse originally planned to plow his line underground but failure properly to insulate forced him to rely upon an aerial system with his wires strung on poles. Today, after 100 years of overhead lines, the trend is to cables plowed directly into the ground with a specially designed plow similar to that invented by Ezra Cornell and used by Morse. The original telegraph transmitting and receiving apparatus, designed by Professor Morse, was fully automatic—a crude forerunner of the present day teleprinter. And that early equipment used by Morse to send his message from Washington to Baltimore will be placed in use again tomorrow to send the same message over the same route.

No story of communications would be complete unless something is said of the service our communication systems are performing in the war. There have been many wars since man began recording his deeds and it has been during the war season that men have made the greatest use of the existing system of communications.

In 429 B.C. when the Spartans executed an attack on Salamis, the warning was flashed to Athens by fire signals. In 1588, when the Spanish Armada approached England, thousands of fire beacons were lighted along the coast to apprise the population of the danger. It was after receipt of a lantern signal from a Boston churchtower, that Paul Revere began his famous ride to "spread the alarm."

In war it is highly desirable to know where both your friends and enemies are, and what they are doing. In a military enterprise, the chain of the commanders of far flung forces is no stronger than its weakest communication link. Victories have been achieved due to superior communications. But, in spite of the ingenious use of communications during wartime from the dawn of history, armies were still relying upon very crude methods at the time Morse invented his telegraph. During the Mexican War the Army relied almost entirely upon semaphore signalling for fast communication. Even during the early days of the Civil War, when McDowell advanced to fight the battle of Manassas, he had no field telegraph, and the only sign given or received was the signal gun announcing that the attack should begin. Shortly thereafter, civilian telegraph operators were called to Washington and before the war was over, armies in the field from Appomattox to

Arkansas were constantly informed of one another's movements. The Spanish American War and the First World War likewise spurred the development of fast communications.

Today, with our nation again at war, we pause to take a look at the job our communication companies are doing. The telegraph company alone is handling more than 200 million messages a year and, of course, there are millions of telephone calls that daily speed over the wires. Largely by the use of equipment developed and personnel trained by the communications industry, the Army Signal Corps has built a communications system that covers the globe. An army operator punches out a message on a typewriter keyboard in one part of the world and 4,000 miles away another typewriter automatically records the message. The volume of words is said to be far greater than that sent by commercial companies before the war.

Important as these activities are, I do not wish to leave the impression that our great communication systems are primarily instruments of war. Their military value is inestimable, but they can be as great a force for peace. A system that will provide efficient and cheap communication is essential to the development of trade and the spread of a nation's culture. It is also essential to complete understanding among the people of the world and it is doubtful that any world organization can long keep the peace without the free flow of ideas and honest news among nations.

Last November, I outlined five things sorely needed in the field of international communications. They were and are:

(1) A uniform rate for all messages throughout the world in all directions
(2) A low rate of a few cents per word to any communications gateway in the world.
(3) Instantaneous communication between all important areas on the globe
(4) Uniform and low press rates throughout the world, and, finally
(5) Complete freedom for all peoples of the world to communicate directly with each other.

Today, there are hopeful signs throughout the land that America will come forth with a coordinated effort to do her part in achieving these ends. Congress has long been interested in communications problem. It was an American Congress in 1843 that appropriated $30,000 to enable Morse to construct a line for his famous demonstration a century ago. Another American Congress, by passing appropriate legislation, made possible the merger of the United States domestic telegraph carriers. Five globe circling U. S. senators helped to focus public attention upon many unfavorable communication conditions that exist today throughout the world. Just recently, the United States Senate passed a resolution, introduced by Senator Wheeler, providing for a study of international communications with a view to fixing a national communications policy and checking the desirability of merging American carriers serving in the international communications field. The Senate Committee on Interstate Commerce has already begun that study and has announced that it will hold public hearings in the near future.

Professor Morse could never have fully visualized the present day developments in the field of electrical communication. However, he must have realized that great benefits to mankind would result from his invention. Many of those benefits and others which have flowed therefrom are full upon us. It is our responsibility and our duty to insure their world-wide operation to constructive ends.

Federal Communications Commission Docket

HEARING

No broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, May 29th.

Federal Communications Commission Action

APPLICATIONS GRANTED

Texas Star Broadcasting Co., Houston, Texas.—Granted petition for reinstatement and conditional grant of application for construction permit (B3-P-3006) for a new station to operate on **1230 kc.**, 250 watts, unlimited time, in accordance with Commission's policy of January 26, 1944.

Ernest H. Carroll, Virginia B. Carroll, James S. Beaty, Jr., and William C. Beaty, d/b as York County Broadcasting Co., Rock Hill, So. Carolina.—Granted construction permit for new station frequency **1340 kc.**, 250 watts, unlimited time, subject to conditions provided in Commission's policy of January 26, 1944 (B3-P-3591).

KOBH—Tri-State Milling Co., C. A. Quarnberg, E. F. Gronert, P. R. Quarnberg, George E. Bruntlett and William McNulty (Transferors), Robert J. Dean (Transferee), Black Hills Broadcast Co. of Rapid City (Licensee), Rapid City, S. Dak.—Granted consent to transfer of control of Black Hills Broadcast Company of Rapid City, licensee of station KOBH, from Tri-State Milling Co., C. A. Quarnberg, E. F. Gronert, P. R. Quarnberg, Geo. E. Bruntlett and William McNulty, to Robert J. Dean, comprising 100 shares of common, 111 shares of non-voting preferred stock and $6,000 of subscription rights of the latter, for the sum of $32,000 (B4-TC-369).

KMJ—McClatchy Broadcasting Co., Fresno, Calif.—Granted renewal of license for the regular period.

LICENSE RENEWALS

The following stations were granted renewal of licenses for the period ending May 1, 1946:

KFQD, Anchorage, Alaska; KFRC and auxiliary, San Francisco; KFSD, San Diego, Calif.; KGHL, Billings, Mont.; KOAC, Corvallis, Ore.; KSAC, Manhattan, Kans.; KWFT, Wichita Falls, Texas; KWTO, Springfield, Mo.; WDBO and auxiliary, Orlando, Fla.; KSD, St. Louis, Mo.; WDAF, Kansas City, Mo.; WROL, Knoxville; WKZO, Kalamazoo, Mich.; WMAL, Washington, D. C.; WMUR, Manchester, N. H.; WOW, Omaha, Neb.; WPIC, Sharon, Pa.; WSVA, Harrisonburg, Va.; WTAR and auxiliary, Norfolk, Va.; WTMJ and auxiliary, Milwaukee; WPRO and auxiliary, Providence, R. I.; WQAM and auxiliary, Miami, Fla.

Licenses for the following stations were extended upon a temporary basis only, pending determination upon application for renewal, for the period ending August 1, 1944:

KFYR, Bismarck, N. Dak.; KFQD (auxiliary), Anchorage, Alaska; WAYS, Charlotte, N. C.; WIBW, Topeka, Kans.; WSGN, Birmingham, Ala.; WTAG, auxiliary and emergency auxiliary, Worcester, Mass.; WWNC, Asheville, N. C.

KDB—Don Lee Broadcasting System, Santa Barbara, Calif.—Granted renewal of license for the period ending December 1, 1945.

KFBI—The Farmers and Bankers Broadcasting Corp., Wichita, Kans.—Granted renewal of license for the period ending May 1, 1945.

WBAM—Bamberger Broadcasting Service, Inc., New York City.—Granted renewal of FM broadcast station license for auxiliary transmitter, for the period ending June 1, 1945.

MISCELLANEOUS

The Communications Commission has announced adoption of a Decision and Order granting consent to voluntary assignment of license of Station KDRO, Sedalia, Missouri, from Albert S. and Robert A. Drohlich, doing business as Drohlich Brothers, to Milton J. Hinlein. (Docket No. 6547; B-201.)

WOCB—E. Anthony & Sons, Inc., near Hyannis, Mass.—Granted license to cover construction permit for new station (B1-L-1804); also granted authority to determine operating power by direct measurement of antenna power (B1-Z-1592).

KGLO—Mason City Globe-Gazette Co., Mason City, Iowa.—Granted modification of license to change corporate name to Lee Radio, Inc. (B4-ML-1191).

KAID—WOW, Inc., Omaha, Neb.—Cancelled relay broadcast station license and assignment thereof, in accordance with request of applicants (B4-RRY-95; B4-ALRY-14).

WLW-WSAI—The Crosley Corp., Cincinnati, Ohio.—Granted 30-day extension of license for station WLW. Petition for indefinite suspension etc. of effective date of Sec. 3.35, denied.

Courier-Journal & Louisville Times Co., Eastwood, Ky.—Granted construction permit for new developmental broadcast station; frequency **45500 kc.**, power not in excess of 1000 watts.

Blue Network Company, Inc., New York City.—Designated for hearing application for authority to transmit programs to station XELO, Ciudad Juarez, Mexico.

KAND—Navarro Broadcasting Association, J. C. West, President, Corsicana, Texas.—Upon consideration of motion by applicant the Commission dismissed the application for construction permit to operate on **1340 kc.**, 250 watts, unlimited time (B3-P-3558).

APPLICATIONS FILED AT FCC

620 Kilocycles

WROL—S. E. Adcock, tr/as Stuart Broadcasting Co., Knoxville, Tenn.—Construction permit to increase power from 500 watts night, 1 KW daytime to 5 KW day and night, make changes in transmitting equipment and directional antenna for night use.

950 Kilocycles

WSPA—Spartanburg Advertising Co., Spartanburg, S. Car.—Voluntary assignment of license to Piedmont Radio, Inc.

1090 Kilocycles

KTHS—Radio Broadcasting, Inc., Hot Springs National Park, Ark.—Voluntary transfer of control of licensee corporation from John C. McCormack, Allen D. Morris, P. E. Furlow and George D. Wray to Tri-State Broadcasting System, Inc.; 400 shares common stock.

1240 Kilocycles

NEW—Seneca Broadcasting Corp., Rochester, N. Y.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts and unlimited hours of operation.

1250 Kilocycles

KTMS—News-Press Publishing Co., Santa Barbara, Calif.—Special service authorization to permit broadcasting information to longshoremen at 2:30 p. m., PST, daily and Sunday, as a public service and without charge, in accordance with the request of the Pacific Coast Maritime Industry Board for the period ending 8-1-44.

1400 Kilocycles

WORD—Spartanburg Advertising Co., Spartanburg, S. Car.—Voluntary assignment of license to Palmetto State Broadcasting Company.

WBTH—Williamson Broadcasting Corp., Williamson, W. Va.—Transfer of control of licensee corporation from George W. Taylor, William P. Booker and William B. Hogg to Lewis C. Tierney and Helen S. Tierney—144 shares of common stock.

1450 Kilocycles

WFPG—Neptune Broadcasting Corp., Atlantic City, N. J.—Voluntary transfer of control of licensee corporation from Pauline Bachmiester, Ezra Bell, Allen B. Blankfield, James Cullen, Richard Endicott, Francis P. Gandy, Charles Harp, Leroy Keller, E. E. Kohn, Sam Morris, John McCann, Adrian Phillips, Dr. Sylvanus Reese, Charles E. Rupp, Louis St. John, Dr. Levi M. Walker, Arthur C. Walker, Elmer H. Wene, John C. Woulfe, Samuel Sabaroff and A. Harry Zoog to John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles Swaringen, Joseph Troesch and John L. Merdian—279¼ shares common stock.

1460 Kilocycles

KSO—Iowa Broadcasting Company, Des Moines, Iowa.—Voluntary assignment of license to Kingsley H. Murphy.

1480 Kilocycles

KTBS—Tri-State Broadcasting System, Inc., Shreveport, La.—Voluntary assignment of license to George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, a partnership, d/b as Radio Station KTBS.

1490 Kilocycles

WELO—Birney Imes, Jr., Tupelo, Miss.—License to cover construction permit (B3-P-3555 as modified), which authorized construction of new standard broadcast station.

WELO—Birney Imes, Jr., Tupelo, Miss.—Authority to determine operating power by direct measurement of antenna power.

FM APPLICATIONS

NEW—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** Amended: to change frequency to **46700 kc.**, specify coverage as 800 square miles and specify transmitter and studio sites.

NEW—Richmond Radio Corp., Richmond, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46300 kc.**, with coverage of 11,269 square miles.

NEW—Robert M. Beer and Edgar Koehl, d/b as Beer and Koehl, Ashland, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.**, with coverage of 8,494 square miles.

TELEVISION APPLICATIONS

NEW—Radio Station WOW, Inc., Omaha, Nebr.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).

NEW—United Detroit Theatre Corp., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (**78000-84000 kc.**).

W6XLA—Television Productions, Inc., area of Los Angeles, Calif.—License to cover construction permit (B5-PVB-87 as modified), which authorized construction of a new experimental television relay broadcast station.

MISCELLANEOUS APPLICATIONS

NEW—Blue Network Co., Inc., New York, N. Y.—Extension of authority to transmit programs to Stations CFCF and CBL and the Canadian Broadcasting Corporation for the period beginning 6-2-44.

NEW—Blue Network Company, Inc., New York, N. Y.—Authority to transmit programs through Station KFJZ, Fort Worth, Texas, and the Texas State Network to Station XELO, Ciudad Juarez, Mexico.

NEW—Evangelistic Mission, Pontiac, Mich.—Extension of authority to transmit programs from Pontiac, Michigan, to Canadian Station CKLW, Windsor, Ontario, Canada.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

American Television Laboratories, Inc., 433 East Erie St., Chicago, and its president, Ulises A. Sanabria, are charged in a complaint with misrepresenting their correspondence courses of instruction in television and radio. (5161)

Parker Herbex Corp.—A complaint has been issued charging Parker Herbex Corp., 29-50 Northern Blvd., Long Island City, N. Y., with disseminating false advertisements concerning the several hair and scalp preparations it sells in interstate commerce. (5160)

Emmett J. Smith and Sarah Alma Maxwell, Murfreesboro, Hiway, Nashville, Tenn., are charged in a complaint with misrepresentations in connection with the sale of chickens and poultry remedies. The respondents trade as Emmett J. Smith & Daughter, Smith Baby Chix, and Emmett J. Smith & Daughter Poultry Farms. (5159)

Stromberg Hatchery—A complaint alleging misrepresentation in connection with the sale of chickens and baby chicks has been issued against Ernest Stromberg, Josephine Stromberg, Betty Snyder, and Loyl Stromberg, trading as Stromberg Hatchery, Fort Dodge, Ia. The respondents maintain branch offices in Minneapolis, St. Paul and Madison City, Marshalltown and Boone, Iowa. (5162)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

William Parrish Bennett, trading as Fort Worth Peanut Company and Bill's Peanut Company, 1001 Bryan Street, Fort Worth, Texas, has been ordered to cease and desist from the use of lottery methods in the sale and distribution of his merchandise. (4544)

Royal Tailors, Inc.—The complaint against The Royal Tailors, Inc., 1700 North Oakley Ave., Chicago, which had been charged with the use of lottery methods in connection with the sale of suits and overcoats has been dismissed. (4609)

Zonite Products Corp., 370 Lexington Avenue, New York City, and H. W. Kastor & Sons Advertising Co., Inc., Chicago, have been ordered to cease and desist from disseminating false advertisements concerning the therapeutic properties of Zonite Liquid and Zonitors, advertised as effective feminine hygiene preparations. (4755)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Arzone Products Company—A stipulation to discontinue misrepresenting the "mothproofing" properties of a preparation designated "Guardex" has been entered into by C. J. Geisler, E. H. Pratt and P. V. Eakin, co-partners trading as Arzone Products Company, 6344 Broadway, Chicago. (3834)

Del-Ruth Hat Company, 153 North Wabash Ave., Chicago, and Ben Adelman and Louis Adelman, trading as Original Hat Company, 159 North Wabash Ave., Chicago, have entered into separate stipulations to cease and desist from representing in any manner that the women's hats they manufacture in whole or in part from old, used or second-hand materials are new or are composed of new materials. (3838-3839)

Firth Carpet Company—A stipulation has been accepted from Firth Carpet Company, 295 Fifth Ave., New York City, to cease and desist from using the word "Swedish" or other words connoting any foreign geographical origin as descriptive of carpets which are not imported from or made of materials imported from the country or locality indicated by the use of such geographical term; from using any statement that tends to convey the belief that there is a type of carpet commonly known and recognized as "Swedish Primitive"; and from representing that it has the exclusive right to the use of any word, design, weave or structure by reason of U. S. Patent or trade-marks unless it actually is entitled to the sole use thereof by patents or trade-marks. (3836)

Abraham M. Warren, trading as A. M. Warren & Company, 227 West Van Buren St., Chicago, and L. Krongold, Inc., 6 West 32nd St., New York City, entered into separate stipulations to cease and desist from advertising, selling or invoicing rebuilt or second-hand umbrellas without disclosing that they are not new. They agree to attach securely to the umbrellas in a conspicuous place tags or labels bearing full and nondeceptive disclosures that they or their parts are not new but are used, rebuilt or second-hand. (3835-3837)

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol 12, No. 22, June 2, 1944

LEGISLATIVE COMMITTEE CONSIDERS WHITE-WHEELER BILL

The NAB Legislative Committee was in session throughout Monday (29) and Tuesday (30) to consider provisions contained in the revamped White-Wheeler Radio Bill. The committee discussed the proposed revised bill, section by section. They prepared their observations, comments and recommendations and submitted them in a report to the members of the Senate Interstate Commerce Committee. The complete text of the Bill, together with the Legislative Committee's comments and observations, are reprinted in a Special Legislative Bulletin, mailed with this week's issue of the NAB REPORTS.

On Wednesday (31) the NAB Legislative Committee adopted a resolution that Don Elias as Chairman of the Legislative Committee is directed and authorized by it to take such steps as he believes advisable to expedite desirable legislation, and that J. Harold Ryan, as President of NAB, is directed to take whatever action he deems wise, either in concert with Mr. Elias, or independently of his action.

ASSIGNED ANNOUNCER FEE PRINCIPLE OPPOSED

President Harold Ryan on Monday (May 29) sent a letter to the War Labor Board expressing opposition to the principle of assigned commercial fees as demanded by the American Federation of Radio Artists in the case of the Evening Star Broadcasting Company (WMAL) and the American Federation of Radio Artists. This case is now pending before the Board for a review of the Report and Recommendations of the Hearing Officer. (See NAB REPORTS page 136).

Mr. Ryan was advised that the rules of the War Labor Board provide no procedure whereby NAB could be permitted to file on behalf of the industry comments to the Hearing Officer's Report. He stated that nevertheless he felt that as President he should communicate to the War Labor Board information that the NAB Board of Directors, at a recent meeting, had expressed unanimous opposition to the principle of fees being paid to assigned commercial announcers.

IMPORTANT SPECIAL BULLETINS

With this issue of the REPORTS, Special Legislative and Music Bulletins are being mailed. The Legislative Bulletin contains the complete text of the revised White-Wheeler Bill and the comments and observations of the NAB Legislative Committee.

The Special Music Bulletin contains the comments and observations of the Music Committee upon the reply received from John Paine of ASCAP with respect to ASCAP's interpretation of per-program contracts. Both of these Bulletins contain information of vital importance to all broadcasters.

Amplifying his letter to the Board, Mr. Ryan said, "The National Association of Broadcasters, representing broadcasting stations of all types and sizes in communities large and small, throughout the United States, feels that despite any efforts made by the Board to localize the effect of any decision it may make in the case, it would have industry-wide implications." He pointed out that staff announcers are essential to the conduct of every radio broadcasting station, that they are hired on the basis of their ability to handle commercial announcements, as well as sustaining programs. "Their ability to perform these services efficiently," he said, "is reflected in the base wage paid. In the conduct of the business of radio broadcasting many sponsors are not concerned with the particular announcers who are assigned to read their commercial, leaving to station management the choice of the announcer."

He further pointed out that the station management, where no announcer is selected by a sponsor, assigns the announcer on duty to read the commercial copy. He made a distinction between announcers thus assigned by the station management and those chosen or selected by the sponsor. In the latter case the sponsor is usually willing to pay an added fee or bonus for the privilege of selecting his announcer. In the former case, that of assigned commercial announcers, the announcer is merely assigned to read the commercial as part of his regular duties as a member of the announcing staff.

Mr. Ryan further stated, "If the War Labor Board should sustain the principle of requiring a station to pay a special fee to an announcer who is regularly employed upon the announcing staff and assigned as a part of his contractual duty to read a commercial it is obvious that it will have far-reaching effects upon the employer-employee relationship. In many operations it will ultimately have the effect of destroying the control of station managers over staff announcers.

"The endorsement by the War Labor Board of the principle of fees for assigned commercial announcers as distinguished from selected commercial announcers would have the inevitable effect of removing control over announcers from the hands of station management to that of sponsor. We want to make it clear," continued Mr. Ryan, "that there is no effort to resist the payment of fair wages to announcers based upon ability. The point here involved is the question of method of payment."

The case is now pending before the War Labor Board and decision is shortly expected.

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

CHANGE IN TRANSCRIPTION RULE NOT YET EFFECTIVE

The Federal Communications Commission points out that there has been an apparent misunderstanding on the part of some broadcasters as to the effective date of the Commission's *proposed* amendment to Section 3.407 of its Rules, relaxing the requirements of identifying announcements for transcribed radio programs. The Commission has issued the following statement:

"On May 16, 1944, the Federal Communications Commission in Order 120 *proposed* an amendment to Section 3.407 of its Rules and Regulations governing announcements of transcription. At the same time, the Commission invited interested persons to file statements or briefs on or before June 16, 1944, setting forth why the amendment should not be adopted or why it should not be adopted in the form proposed. No final action will be taken by the Commission on the proposal until after June 16.

"Therefore, pending final action by the Commission, Section 3.407 of the Rules and Regulations, as presently constituted, continues in effect."

The complete text of Order No. 120 was published in the NAB Reports of May 19 (page 159-160). Any broadcaster desiring to make an expression of his views upon the matter to the Commission should communicate direct with the Secretary before June 16. NAB would be pleased to receive copies of any statements filed in order that the presentation may be coordinated.

WAGE STABILIZATION EXTENDED—SMALL STATIONS INCLUDED

The National War Labor Board, acting upon the recommendation of the Regional War Labor Board for the 12th Region, which includes the States of Oregon and Washington, has announced an amendment to General Order No. 4.

Section (a) of General Order No. 4 reads in part as follows:

"(a) Wage adjustments made by employers who at the time the adjustment is agreed to or if not made by agreement, by the time it is placed into effect, employ a total of not more than 8 individuals * * * are exempted from the provisions * * *" of the Wage Stabilization Order.

The exception as to Oregon and Washington broadcasters contained in the recent action will subject radio broadcasters employing less than 8 to the provisions of the Wage Stabilization Order. Any Oregon or Washington broadcaster desiring more complete information is requested to communicate with headquarters.

SMALL MARKET STATIONS COMMITTEE MEETS WITH CHAIRMAN FLY OF FCC

During its two-day meeting at NAB headquarters on May 22 and 23 (see pages 167 and 168 of May 26 issue of NAB Reports), the Small Market Stations Committee met Tuesday morning with James Lawrence Fly, Chairman of the Federal Communications Commission.

In a general discussion at the outset of the interview, Chairman Fly pointed out that many of the problems which appeared insurmountable to the members of the NAB Small Market Stations Committee, when they called on him nearly a year ago (June 10, 1943), have been solved in part at least.

The first question asked the Chairman was, "What will be the attitude of the FCC when a newspaper, owning the only AM outlet in the community, applies for an FM license and later for a television license?" The Chairman explained that no definite policies had been established to cover this situation and that it was something for the Commission to decide in the years ahead.

The second question covered the situation where an application for an FM license is filed by some individual or organization not now engaged in broadcasting and is immediately followed by the application of the AM broadcaster in that community for similar FM facilities—what will be the attitude of the FCC? The Chairman pointed out that he could not predict in advance the Commission's action on any application nor could he commit the Commission to any general policy. However, the pioneering work of the AM broadcaster is certainly a factor to be considered in his favor when the Commission considers two such applications. When asked "Would both applicants receive licenses?" the Chairman declared that that would not necessarily be the case; that economic factors and other conditions would be considered.

The third question dealt with the dual operation of AM and FM transmitters. Would the FCC require the licensee of an AM and an FM station, where both transmitters are located together, to maintain two chief engineers and two technical staffs? In reply, the Chairman pointed out that the FCC recognizes the economic problems of small market stations, and he believes that a reasonable policy would be to permit one chief engineer to handle both transmitters if they are located in close proximity to one another.

The fourth question sought to determine the attitude of the FCC toward the operation of small unattended booster stations in connection with an FM license. Pointing out that the present Commission rules prohibit this type of operation, the Chairman stated that the Commission wants to be reasonable about this and it may be necessary to change the present rules.

The fifth question dwelt on probable programming requirements in connection with an FM license issue to the operator of an AM transmitter. How much of the programming on the AM station could also be broadcast over the FM outlet? How much original programming would be required on the FM station? The Chairman cited the earlier requirement for a specified number of hours of original programming on all FM stations, adding that, as the war developed, this requirement was relaxed. He believes that, as time goes on, FM licensees will be required to do more and more original programming. He pointed out that small market station operators could draw on the high-fidelity recording and transcriptions that are available.

The sixth question acknowledged the fact that not all small market stations are putting out the highest possible quality signal because of a lack of new equipment. Recognizing that situation, should such stations wait for FM or clean up their present equipment as much and as rapidly as possible? The Chairman urged such stations to improve their present facilities as soon as possible, pointing out that they may have to rely on AM broadcasting for several years, since FM may be some time in reaching small markets.

The seventh question covered the possibility of making more local channels available to improve the nighttime service of small market AM stations. The Chairman pointed out that that subject would have to be discussed with the FCC Engineering Department. He acknowledged that the present nighttime interference on some of the local channels represents a bad situation, but added that he did not know the final answer to the problem. He suggested that it might be possible to re-shuffle the channels and ask some of these stations to take new frequency assignments. He added that there would be a perfectly natural tendency to jam any new channels made available and that the situation, in the long run, might not be improved.

The last question dealt with a problem that faces many small market stations: Can such a station, with a composite transmitter that has deteriorated seriously, obtain a new transmitter? The Chairman replied in the affirmative, provided such action is necessary to maintain existing service. He stated that the FCC Engineering Department knows of a few that are available and has aided in obtaining new transmitters in a few emergency cases.

GENERAL VS. RETAIL RATES

A few instances have been reported recently where radio stations have charged the retail or local rate to national advertisers. This practice has been repeatedly condemned by the NAB Sales Managers Executive Committee.

In an effort to aid radio stations to distinguish between general and retail accounts, the Committee asked for definitions of the two prior to the NAB Convention in St. Louis in 1941. These were discussed at the NAB Sales Managers meeting, held in conjunction with the Convention, and the following definitions generally agreed upon:

1. The retail or local rate applies only to advertising by bona fide retailers who offer goods or services direct to the consumer at retail exclusively through outlets owned or rented by themselves.
2. The general or national rate applies to all advertising that does not qualify under the retail or local rate.

Where a radio station uses the retail or local rate to obtain national advertising on a competitive basis, that station indicates an amazing lack of confidence in its facilities at the proper rate and exhibits a definite lack of salesmanship. Such a policy is an open invitation to all national advertisers, using or contemplating the use of the station, to do so only if given the retail or local rate. Ever stop to think what that practice can and would do to your dollar volume—your ability to serve your listeners?

"DID YOU SAY PATENT MEDICINE?"

Recently issued by the Proprietary Association of America, the pamphlet entitled "Did You Say *Patent Medicine?*" contains a clear and concise explanation of the difference between *official* titles and *proprietary* products, continuing:

"The *proprietaries*, in turn, may be divided into two groups: First, those that are labeled and advertised for use by the physician or on his prescription—the *pharmaceuticals;* second, those that are adequately labeled so as to permit use in self-medication for minor ailments, and are accordingly advertised and sold to the public as *packaged medicines.*"

The booklet points out that, while the members of the Proprietary Association are primarily engaged in the manufacture of packaged medicines, they are becoming increasingly important manufacturers of pharmaceuticals through subsidiaries and affiliates.

Explaining the relation of federal regulation of all types of medicines, the booklet states:

"Whatever their nomenclature and however they are advertised and sold, all medicinal products are subject to precisely the same public controls. Whether they be *official* remedies, *pharmaceuticals* or *packaged medicines*, they come equally within the compass of the Federal Food, Drug and Cosmetic Act."

Interesting background on the derivation of the misnomer "Patent Medicines" is contained in the booklet, together with a reprint from *Time* magazine and the text of a letter written to *Editor & Publisher* by Dr. Frederick J. Cullen, Executive Vice-President of the Proprietary Association.

Copies of the booklet may be obtained at no cost by writing NAB headquarters.

RADIO FIGURES PROMINENTLY IN AD CLUB WAR PROJECTS

Radio's importance in the prosecution of the war on the home front was again revealed in the announcement yesterday of the winners of Awards for Advertising Club Achievement, presented annually by the Advertising Federation of America. A.F.A. headquarters advised NAB that club entries in this year's competition showed generous use of broadcasting in advertising, publicizing and promoting the war effort.

Awards are made each year to Advertising Clubs in two classifications, a first and second award being given to clubs in cities of under 300,000 population and a first and second award to clubs in cities of more than 300,000.

The first award to clubs in the smaller cities went to the Birmingham Advertising Club, Stanley M. Erdreich, president; Edward H. Hunvald, war advertising committee chairman. Second place was won by the Advertising Club of Springfield, Massachusetts, William R. Mason, president; Robert N. Fuller, war advertising committee chairman.

In cities of the larger population first place was won by the Milwaukee Advertising Club, Les Hafemeister, president; Einar Gaustad, war advertising committee chairman. Second place went to the Advertising Association of Houston, Thomas E. Hawkins, president; Robert Dundas, war advertising committee chairman.

The Philadelphia Club of Advertising Women received honorable mention in competition with clubs in the larger cities. The president is Lillian Cohen, the war advertising committee chairman, Viola I. Schlacks.

The awards were based upon reports and exhibits of work done the past year by the war advertising committees of the clubs with the cooperation of the Federation's national War Advertising Committee.

The following constituted the Jury of Awards: Edwin S. Friendly, vice president and general manager of The Sun, New York, chairman; Dorothy Shaver, vice president, Lord & Taylor, New York; Gardner Cowles, Jr., president, Register & Tribune Company, Des Moines; Don U. Bridge, advertising director, The Gannett Newspapers, Rochester, N. Y.; John Sterling, This Week Magazine and chairman of the Sponsorship Committee of the War Advertising Council, New York, and David Frederick, chief, Office of Program Coordination, Office of War Information, Washington, D. C.

The chairman of the Federation's national War Advertising Committee is Willard D. Egolf, NAB Director of Public Relations.

In making the awards, Mr. Friendly said that the Jury was favorably impressed with the soundness of organization of the war advertising committees, the originality of execution of their projects and the wide scope of activities covered.

CHILDREN'S PROGRAMS DISCUSSED

Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity, participated in the conference on "What You Can

Do About Children's Radio Programs," sponsored by the Children's Program Committee of the Radio Council of New Jersey. The conference was held in Newark on Friday (May 26).

Grace M. Johnsen, Director of Women's and Children's Activities, of the Blue Network, spoke on the topic, "How You Can Help a Radio Station." Dorothy L. McFadden, President of Junior Programs, Inc., and Chairman of the New Jersey Children's Program Committee, made a report on the progress of that Committee. Mrs. Lewis spoke on "What Other Radio Councils Are Doing." "Music Children Like" was the topic of a talk by Oliver Daniel, Director, School of the Air Music Programs, CBS Music Division; while Harriet S. Adams, Editor of Stratemeyer Syndicate covered "Newscasts for Children."

Miss Catherine Gillespie, children's librarian of the Plainfield (N. J.) Public Library, spoke on "Radio and Children's Reading." "Dramatic Broadcasts for Children" was handled by Earle McGill, CBS Producer-Director.

The conference was one of the most successful of its type held and much of a constructive value in the improvement of children's programs was contributed.

NEBRASKA BROADCASTERS HOLD STATE MEETING

The annual meeting of the Nebraska Broadcasters Association was held in Hastings on Saturday (May 27). All stations in Nebraska had representatives at the meeting.

The following officers were elected for the ensuing year: President, Paul R. Fry, KBON, Omaha; Vice President, Lumir Urban, KORN, Fremont; Secretary-Treasurer, Art Thomas, WJAG, Norfolk.

Directors elected were Hugh Feltis, KFAB, Lincoln; Wick Heath, KMMJ, Grand Island, and John J. Gillin, Jr., WOW, Omaha.

Fremont was selected as the site of the next annual meeting. A resolution commending the work done by the Nebraska radio stations in the recent flood was adopted. It reads as follows:

"WHEREAS, during the period of the recent severe flood in Northeastern Nebraska, particularly in the Norfolk area, when great damage was done to property, and many lives were saved, by the quick and prompt work of Radio Station WJAG at Norfolk, assisted and helped by stations KOWH, KOIL and WOW at Omaha, and KFAB in Lincoln,

"THEREFORE, BE IT RESOLVED that we congratulate and compliment manager Art Thomas and his staff on WJAG and the staffs of stations KOWH, KOIL, WOW and KFAB, as an outstanding example of the public service radio may render in emergencies."

THREE STATIONS COMBINE TO PROMOTE KNOXVILLE MARKET

Good example of station cooperation is found in the current trade paper campaign being conducted jointly by stations WBIR, WNOX and WROL, all of Knoxville, Tennessee.

The series follows a Knoxville market theme, citing percentages on the city's growth, leading industries and postwar opportunities. All ads are signed by the three stations, using reverse blocks across the bottom of the page. No power or other station data is shown. Only the market is highlighted in copy such as the following, taken from *Broadcasting* of May 29:

> *Our altitude is set . . . But*
> *Our Market Is Soaring.*

Right! The Knoxville market is still soaring. Take advantage of this steady, healthy growth of prosperous city-farm areas. And . . . at the same time, remember that you can expect big returns from your post-war planning in the Knoxville market, for large industries have been located in this area to benefit from the TVA low cost and plentiful power. Include Knoxville in *your* plans. According to Sales Management's "Retail Sales and Services Forecast for June 1944," with June 1943 as a base of 100%, Knoxville showed an increase to 160% . . . still leading the nation.

Other market statistics are featured in the joint ads, full pages.

ARMY ET HAS WIDE ACCEPTANCE

Are you receiving "Voice of the Army," Army's weekly dramatic 15-minute series?

This is the Army's official transcribed program offered stations without charge and played weekly by approximately 800 stations. It has continued to enjoy wide listener popularity since inception.

Stations not on the list for this show should write:

U. S. Army,
Officer in Charge,
Recruiting Publicity Bureau,
Governors Island, New York

RELAY STATION BROADCAST LICENSES ADJUSTED

The Federal Communications Commission acted on May 30 to amend Section 4.3(b) of its Rules governing Broadcast Services Other Than Standard, so as to increase the license period of relay broadcast stations from two to three years and make expiration dates of relay broadcast station licenses as nearly as possible the same as expiration dates of the licenses of the broadcast stations with which they are used. (There are a few cases where a relay broadcast station is licensed for the use of two standard broadcast stations. In such cases, a license for each station will be issued.)

Section 4.3(b) as amended reads:

"Section 4.3—*License Period: Renewal—*

(a) * * *

(b) Licenses for relay broadcast and special relay broadcast stations authorized under section 4.22 of the Rules and Regulations will be issued for a period running concurrently with the license of the broadcast station with which it is to be used.

(c) * * *

(d) * * *"

At the same time the Commission amended Section 3.404(a) stating the requirements for program and operating log entries by the licensee of each broadcast station, by adding a fourth requirement "(4) An entry showing, for each program of network origin, the name of the network originating the program."

ROCK ISLAND PERMITS GRANTED

The Commission granted the applications filed by the Chicago, Rock Island and Pacific Railway Company for four construction permits for experimental Class 2 radio stations to be used in conducting tests of radio communication under actual operating conditions in the railroad yards and on trains of the permittee in Chicago and west to Lincoln, Nebraska. The Chicago, Rock Island and Pacific Railway Company has informed the Commission that an actual program of experimentation will be undertaken to develop factual information regarding the use of very high frequency circuits and systems as a means of providing communication between the following points in railroad service:

1. End-to-end of trains
2. Two-way yard-to-trains, engines or cabooses
3. Two-way yard-to-yard
4. Two-way dispatcher-to-trains, engines or cabooses
5. Two-way brakeman or flagman-to-trains, engines or cabooses

Radiotelegraph and radiotelephone emission is authorized, including the use of both amplitude modulation and frequency modulation. Frequencies authorized are within the bands 30 to 40 megacycles and 100 to 400 megacycles, with a maximum power of 10 watts.

Since these stations will be operated at fixed locations, as well as on moving trains, it was necessary for the applicant to request construction permits, inasmuch as stations on railroad rolling stock only may be licensed without the stations having been previously authorized under construction permits.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, June 5th. They are subject to change.

Monday, June 5

WABI—Community Broadcasting Service, Bangor, Maine.—Modification of C. P. (under C. P.), **910 kc.**, 5 KW, unlimited (DA-night).

WABI—Community Broadcasting Service, Bangor, Maine.—Renewal of license, **1230 kc.**, 250 watts, unlimited.

Wednesday, June 7

Oral Argument Before the Commission

Report No. B-198:

KSJB—Jamestown Broadcasting Company, Inc., Jamestown, N. Dak.—Modification of license, **600 kc.**, 250 watts, unlimited.

Oral Argument Before the Commission

Report No. B-200:

WMAM—M & M Broadcasting Company, Marinette, Wis.—Modification of license, **570 kc.**, 100 watts night, 250 watts day, unlimited.

Thursday, June 8

WGKV—Kanawha Valley Broadcasting Company, Charleston, W. Va.—Renewal of license, **1490 kc.**, 100 watts, unlimited.

WGKV—Worth Kramer, Transferor, Eugene R. Custer and Richard M. Venable, Transferees, Charleston. W. Va.—Relinquishment of control of Kanawha Valley Broadcasting Co. (WGKV), **1490 kc.**, 100 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

WCOL—Kenneth B. Johnston (Transferor), Lloyd A. Pixley and Martha P. Pixley (jointly) and Milton A. Pixley and Grace M. Pixley (jointly), (Transferees), WCOL. Inc., (Licensee), Columbus, Ohio.—Granted consent to transfer control of WCOL, Inc., licensee of station WCOL, from Kenneth B. Johnston to Lloyd A. Pixley and Martha P. Pixley (jointly) and Milton A. Pixley and Grace M. Pixley (jointly), by transfer of 250 shares, or 100% of the issued and outstanding capital stock of the licensee, for a total consideration of $250,000 (B2-TC-376).

WOSH—Oshkosh Broadcasting Co. (Assignor), Myles H. Johns, William F. Johns, Jr., William F. Johns and Frederick W. Renshaw, d/b as Oshkosh Broadcasting Co., a Partnership, Oshkosh, Wis.—Granted consent to voluntary assignment of license of Oshkosh Broadcasting Co., licensee of station WOSH, to Myles H. Johns, William F. Johns, Jr., William F. Johns and Frederick W. Renshaw, d/b as Oshkosh Broadcasting Co. No monetary consideration involved, the purpose is to change licensee from a corporation to a partnership (B4-AL-406).

KTMS—News-Press Publishing Co., Santa Barbara, Calif.—Granted special service authorization to permit broadcasting information to longshoremen at 2:30 p. m., PST daily and Sunday, as a public service without charge, from June 2 to August 1, 1944 (B5-SSA-107).

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Granted extension of special service authorization to operate on **660 kc.**, 10 KW power, unlimited time, for the period ending May 1, 1945 (B-SSA-105).

WIBC—H. G. Wall, Margaret B. Wall and Thelma M. Lohnes (Transferors), Indianapolis News Publishing Co. (Transferee), Indiana Broadcasting Corp. (Licensee), Indianapolis, Ind.—Granted consent to voluntary transfer of control of Indiana Broadcasting Corp., licensee of station WIBC, from H. G. Wall, Margaret B. Wall and Thelma M. Lohnes, to Indianapolis News Publishing Co., for a consideration of $440,000, for 1000 shares of capital stock, plus $2 per share for each 30 days between date of agreement (February 16, 1944) and the date upon which actual transfer of shares of stock to transferee occurs (B4-TC-368).

KOMO-KJR—Fisher's Blend Station, Inc., Seattle, Wash.—Denied petition for extension of licenses for such periods as may be necessary to enable petitioner to complete negotiations to comply with multiple ownership rule, and designated said applications for hearing.

WICA—WICA, Inc., Ashtabula. Ohio; WWSW—WWSW, Inc., Pittsburgh. Pa.—Granted petition insofar as it requests reinstatement of applications for construction permits for increased facilities on **970 kc.**, and designated same for consolidated hearing.

KLRA—Arkansas Broadcasting Co. (Licensee), A. L. Chilton (Transferor), Gazette Publishing Co. (Transferee), Little Rock, Ark.; and KGHI, Arkansas Broadcasting Co. (Licensee and Assignor), A. L. Chilton and Leonore H. Chilton, a partnership, d/b as KGHI Broadcasting Service (Assignee). Little Rock, Ark.—Granted consent to acquisition of control of Arkansas Broadcasting Co., licensee of station KLRA, from A. L. Chilton by the transfer of 2400 shares, or approximately 64.5% of the issued and outstanding capital stock, to the Gazette Publishing Co., for a consideration of $275,000. Granted consent to voluntary assignment of license of station KGHI from the Arkansas Broadcasting Co. (Licensee and Assignor) to A. L. Chilton and Leonore H. Chilton, a partnership, d/b as KGHI Broadcasting Service, in return for which Chilton will surrender all his remaining 348 shares of stock in Arkansas Broadcasting Co. (B3-TC-377); (B3-AL-411).

LICENSE RENEWALS GRANTED

KLRA—Arkansas Broadcasting Co., Little Rock, Ark.—Granted renewal of license (B3-R-575).

WIBC—Indiana Broadcasting Corp., Indianapolis, Ind.—Granted renewal of license for main and auxiliary transmitter (B4-R-985).

WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Granted renewal of license (Commissioner Durr dissenting), (B2-R-277).

KXOK—Star-Times Publishing Co., St. Louis, Mo.—Granted renewal of license (B4-R-982).

WSYR—Central New York Broadcasting Corp., Syracuse, N. Y.—Granted renewal of license for main and auxiliary transmitter (B1-R-265).

WDEV—Lloyd E. Squier and William G. Ricker, d/b as Radio Station WDEV, Waterbury, Vt.—Granted renewal of license (B1-R-799).

KMTR—KMTR Radio Corp., Hollywood, Calif.—Present license extended for a period of 30 days (B5-R-17).

KIEV—Cannon System, Ltd., Glendale, Calif.—Present license extended for a period of 30 days (B5-R-816).

KLZ—KLZ Broadcasting Co., Denver, Colo.—Present license extended for a period of 30 days (B5-R-110).

Blue Network Company, Inc.—Granted extension of authority to transmit programs to stations CFCF, Montreal, and CBL, Toronto, and other Canadian broadcasting stations (B1-FP-121).

KXOX—George Bennitt, Russell Bennitt, James H. Beall, Jr., Joe H. Boothe, R. M. Simmons, H. M. Rogers, C. R. Simmons, Harley Sadler, Maynette Doscher, individually and as executrix for J. H. Doscher (transferors), Wendell Mayes, J. S. McBeath and Mittie Agnes McBeath (transferees), Sweetwater Radio, Inc. (licensee), Sweetwater, Texas.—Granted consent to transfer of control of Sweetwater Radio, Inc., licensee of station KXOX, from the 9 present stockholders to Wendell Mayes, J. S. McBeath and Mittie Agnes McBeath, by the transfer of 100 per cent of issued and outstanding capital stock for a total consideration of $27,646.48 (B3-TC-364).

KQV—KQV Broadcasting Company, Pittsburgh, Pa.; WJAS, Pittsburgh Radio Supply House, Pittsburgh, Pa.—Granted 30-day extension from May 31, 1944, of effective date of Section 3.35, insofar as stations KQV and WJAS are concerned.

WLBZ—Maine Broadcasting Co., Inc., Bangor, Maine.—Granted 30-day extension of license.

KGW-KEX—Oregonian Publishing Co., Portland, Ore.—Granted 90-day extension from May 31, 1944, of effective date of Section 3.35, insofar as stations KGW and KEX are concerned. Granted extension of license of station KGW for 90 days.

Utica Observer Dispatch, Inc., Utica, N. Y.—Granted petition only insofar as it requests reinstatement of application (B1-P-2702) for new station to operate on **1450 kc.**, 250 watts, unlimited time, and designated same for further hearing in connection with Midstate Radio Corp. application.

Midstate Radio Corp., Utica, N. Y.—Granted petition only insofar as it requests reinstatement of application (B1-P-3171) for new station to operate on **1450 kc.**, 250 watts, unlimited time; to be heard in connection with Utica Observer Dispatch, Inc., application.

The Finger Lakes Broadcasting System (Gordon P. Brown, Owner), Geneva, N. Y.; WARC, Inc., Rochester, N. Y.; Rochester Broadcasting Corp., Rochester, N. Y.; Seneca Broadcasting Corp., Rochester, N. Y.—Designated for consolidated hearing, in connection with application of WARC, Inc., Rochester Broadcasting Corp., and the Seneca Broadcasting Corp., all requesting the frequency **1240 kc.**, 250 watts, for a new station in Rochester and Geneva, N. Y.

WHJB—Pittsburgh Radio Supply House, Greensburg, Pa.—Granted renewal of license for the period beginning June 1, 1944 (B2-R-835).

Evening News Press, Inc., Port Angeles, Wash.—Granted petition to reinstate and grant conditionally application for construction permit for new standard station to operate on **1450 kc.**, 250 watts, unlimited time, in accordance with January 26, 1944, policy; engineering conditions.

KOIN—KOIN, Inc., Portland, Oregon; KALE—KALE, Inc., Portland, Oregon.—Granted petition for postponement of effective date of Section 3.35 insofar as stations KOIN and KALE are concerned until August 1, 1944.

KHQ—Louis Wasmer, Inc., Spokane, Wash.; KGA, Louis Wasmer, Spokane, Wash.—Denied petition for extension of licenses of stations KHQ and KGA for such periods as may be necessary to enable the petitioners to comply with Section 3.35 with respect to multiple ownership; designated for hearing applications for renewal of licenses.

WNAX—WNAX Broadcasting Co., Yankton, S. Dak.—Granted renewal of license for period beginning June 1, 1944 (Commissioner Craven not participating).

KOY—Salt River Valley Broadcasting Co., Phoenix, Arizona.—Granted renewal of license for period beginning June 1, 1944.

WCLE—United Broadcasting Co., Cleveland, Ohio.—Granted extension of present license for a period of 6 months, to December 1, 1944.

WREC—Hoyt B. Wooten, d/b as WREC Broadcasting Service, Memphis, Tenn.—Granted 30-day extension of license for main and auxiliary transmitters.

KFDM—Beaumont Broadcasting Corp., Beaumont, Texas.—Granted 30-day extension of license.

KSFO—The Associated Broadcasters, Inc., San Francisco, Calif.—Granted 30-day extension of license.

KGKO—KGKO Broadcasting Co., Ft. Worth, Texas; WBAP, Carter Publications, Inc., Ft. Worth, Texas; WFAA, A. H. Belo Corp., Dallas, Texas.—Designated for hearing applications for renewal of licenses of stations KGKO, WBAP and WFAA.

WAIT—Radio Station WAIT, Chicago, Ill.—Denied petition for grant of regular license; designated for hearing application for renewal of license.

WIS—Surety Life Insurance Co., Columbia, S. C.—Granted renewal of license for the period beginning June 1, 1944.

WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Designated for hearing application for renewal of license (B2-R-715).

WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—Granted extension of license for a period of 30 days.

WILM—Delaware Broadcasting Co., Wilmington, Dela.—Granted 60-day extension of effective date of Section 3.35 and 60-day extension of license of station WILM.

Granted renewal of following station licenses for the period beginning June 1, 1944, and ending not later than May 1, 1946:

KGMB and auxiliary, Honolulu, T. H.; KOH, Reno, Nevada; KVOD, Denver, Colo.; WAGA, Atlanta, Ga.; WAGE, Syracuse, N. Y.; WCAO, Baltimore, Md.; WFIL and auxiliary, Philadelphia, Pa.; WIAC, Hato Rey, P. R.; WIP and auxiliary, Philadelphia, Pa.; WKBN, Youngstown, Ohio; WMAM, Marinette, Wisc.; WMBS and auxiliary, Uniontown, Pa.; WMCA and auxiliary, New York, N. Y.; WSJS, Winston-Salem, N. C.; WEAU, Eau Claire, Wisc.; WEEI, Boston, Mass.; WICC, Bridgeport, Conn.; WIOD and auxiliary, Miami, Fla.; WKRC, Cincinnati, Ohio.

Granted extension of following station licenses upon a temporary basis only, pending determination upon applications for renewal of licenses, in no event later than August 1, 1944:

KDAL, Duluth, Minn.; KGFX, Pierre, S. D.; KROD, El Paso, Texas; KTAR, Phoenix, Ariz.; KTSA, San Antonio, Texas; KVI, Tacoma, Wash.; WCAX, Burlington, Vt.; WEAN, Providence, R. I.; WGAN and auxiliary, Portland, Maine; WKAQ and auxiliary, San Juan, P. R.; WMT, Cedar Rapids, Iowa; WSUN, St. Petersburg, Fla., WCAO (auxiliary only), Baltimore, Md.; KDRO, Sedalia, Mo.; KWKH, Shreveport, La.; WATL, Atlanta, Ga.; WGTC, near Greenville, N. C.; WHN and auxiliary, New York, N. Y.; WIBG, Glenside, Pa.; WING, Dayton, Ohio; WPRA, Mayaguez, P. R.; WQXR and auxiliary, New York, N. Y.; WWDC and synchronous amplifier, Washington, D. C.

KFAA—J. Q. Floyd, John Thomas Franklin and Sam Anderson, d/b as The Helena Broadcasting Co., Helena, Ark.—Granted renewal of license for the period ending not later than December 1, 1945.

WHB—WHB Broadcasting Co., Kansas City, Mo.—Granted renewal of license for main and auxiliary for the period ending not later than November 1, 1946.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted extension of license for a period of 60 days, for main and auxiliary transmitters.

KFVD—Standard Broadcasting Co., Los Angeles, Calif.—Granted extension of license for a period of 30 days.

KPAS—Pacific Coast Broadcasting Co., Pasadena, Calif.—Granted extension of license for a period of 30 days.

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Granted further extension of license for a period of 60 days.

KJBS—Julius Brunton & Sons Co., San Francisco, Calif.—Granted further extension of license for a period of 60 days.

WJJD—WJJD, Inc., Chicago, Ill.—Granted further extension of license for a period of 60 days.

WNEW and auxiliary.—Greater New York Broadcasting Corp., New York, N. Y.—Granted further extension of license for a period of 60 days.

KFAB—KFAB Broadcasting Co., Lincoln, Nebraska.—Granted further extension of license for a period of 60 days.

WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Granted further extension of license for a period of 60 days.

Granted extension of authority to Capital Broadcasting Co., licensee of station WWDC, Washington, D. C., for waiver of Sections 2.53 and 13.61 of the Commission's Rules so as to permit operation of the synchronous amplifier of Station WWDC by remote control from the main transmitter location, for the period June 1 and ending not later than August 1, 1944, upon the same terms and conditions as the existing authorization for such operation.

Granted renewal of following high frequency (FM) licenses for period ending not later than June 1, 1945: WABF, New York, N. Y.; WDLM, Chicago, Ill.; WSBF (regular license), South Bend, Ind.

WGYN—Muzak Radio Broadcasting Station, Inc., New York, N. Y.—Granted renewal of license of high frequency station for period ending May 1, 1945.

W2XWE—WOKO, Inc., Albany, N. Y. (facsimile).—Granted further extension of license upon a temporary basis only, pending determination upon application for renewal of license, in no event beyond August 1, 1944.

W2XEO—Capital Broadcasting Co., Inc., Schenectady, N. Y. (ST station).—Granted further extension of license upon a temporary basis only, pending determination upon application for renewal of license, in no event beyond August 1, 1944.

MISCELLANEOUS

WGST—Georgia School of Technology, Atlanta, Ga.—Granted construction permit to make changes in transmitting equipment and increase maximum rated carrier power output of auxiliary transmitter from 1 to 2½ KW (B3-P-3611).

WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Granted construction permit to install a Gates-American Type 250-A transmitter to be used as an auxiliary with power of 250 watts (B4-P-3597).

WILL—University of Illinois, Urbana, Ill.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1594).

WLIR—WFAM, Inc., area of Lafayette, Ind.—Granted license to cover construction permit for new relay broadcast station to be used with applicant's standard station WASK; frequencies, **30820, 33740, 35820** and **37980 kc.,** 15 watts power (B4-LRE-431).

ALFCO Company, St. Louis, Mo.—Placed in pending file, in accordance with Commission policy of February 23, 1943, the application for new commercial television broadcast station (B4-PCT-43).

International Detrola Corp., Detroit, Mich.—Placed in pending file, in accordance with Commission policy of February 23, 1943, the application for new commercial television broadcast station (B2-PCT-44).

KSOO-KELO—Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. D.—Designated for hearing petition requesting a finding that the multiple ownership rule is inapplicable to these stations; Commissioner Craven not participating.

WEEU—Berks Broadcasting Co., Reading, Pa.; WRAW, Reading Broadcasting Co., Reading, Pa.—Denied petition to extend the effective date of Section 3.35 for a period of six months from May 31, 1944, insofar as stations WEEU and WRAW are concerned; designated for hearing applications for renewal of licenses; Commissioner Craven not participating.

WMPS—Memphis Broadcasting Co., Memphis, Tenn.; WMC, Memphis Publishing Co., Memphis, Tenn.—Denied petition for postponement of the effective date of Section 3.35 to December 1, 1944, insofar as stations WMPS and WMC are concerned; designated for hearing application for renewal of license of station WMC and auxiliary (B3-R-477).

APPLICATIONS FILED AT FCC

1030 Kilocycles

NEW—Queen City Broadcasting Co., Inc., Boise, Idaho.—Construction permit for a new standard broadcast station to be operated on **1030 kc.,** 1 KW power and unlimited hours of operation. Amended: to change frequency to **600 kc.,** install directional antenna for night use and change transmitter site.

KELO—Sioux Falls Broadcast Assn., Sioux Falls, S. Dak.—Construction permit to install a new antenna.

WESX—North Shore Broadcasting Co., Marblehead, Mass.—Modification of license to change location of the main studio from Marblehead, Mass., to Salem, Mass.

1240 Kilocycles

NEW—E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, a partnership, d/b as Tennessee Broadcasters, Nashville, Tenn.—Construction permit for a new standard broadcast station to be operated on **1240 kc.,** power of 250 watts and unlimited hours of operation.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Penna.—Authority to determine operating power by direct measurement of antenna power.

1250 Kilocycles

WREN—The WREN Broadcasting Co., Lawrence, Kansas.—Construction permit to increase power from 1 KW night, 5 KW daytime to 5 KW day and night, move transmitter from Tonganoxie, Kansas, to Topeka, Kansas, and studio from Lawrence, Kansas, to Topeka, Kansas, install directional antenna for day and night use.

1340 Kilocycles

WINX—WINX Broadcasting Co., Washington, D. C.—Transfer of control of licensee corporation from Lawrence J. Heller, Agnes W. Heller, Agnes W. Heller as Trustee, and Richard K. Lyon to Eugene Meyer & Company, a partnership composed of Eugene Meyer and Agnes Meyer, d/b as The Washington Post.

NEW—The Elm City Broadcasting Corp., New Haven, Conn.—Construction permit for a new standard broadcast station to be operated on **1340 kc.,** 250 watts power and unlimited hours of operation.

WCBI—Birney Imes, Jr., Columbus, Miss.—Authority to determine operating power by direct measurement of antenna power.

1400 Kilocycles

WDEF—Joe W. Engel, Chattanooga, Tenn.—Voluntary assignment of license to WDEF Broadcasting Company.

WJLD—J. Leslie Doss, Bessemer, Ala.—Voluntary assignment of license to George Johnston.

1420 Kilocycles

NEW—Broadcasting Corporation of America, North of Brawley, Calif.—Construction permit for a new standard broadcast station to be operated on **1420 kc.,** power of 1 KW and unlimited hours of operation. Amended: to specify a transmitter site and change studio site.

1460 Kilocycles

KINY—Edwin A. Kraft, Juneau, Alaska.—Construction permit for reinstatement of construction permit (B-P-3089 as modified) for increase in power from 1 KW to 5 KW, installation of new transmitter and changes in antenna.

1470 Kilocycles

NEW—Calcasieu Broadcasting Co., T. B. Lanford, R. M. Dean and L. M. Sepaugh, Lake Charles, La.—Construction permit to change frequency from **1490 kc.** to **1470 kc.,** increase power from 250 watts to 1 KW, install new transmitter and make changes in antenna.

1490 Kilocycles

NEW—Southern Tier Radio Service, Inc., Binghamton, N. Y.—Construction permit for a new standard broadcast station to be operated on **1490 kc.,** power of 250 watts and unlimited hours of operation (facilities of WOLF).

1540 Kilocycles

NEW—Standard News Assn., Patchogue, New York.—Construction permit for a new standard broadcast station to be operated on **1540 kc.,** power of 1 KW and unlimited hours of operation.

FM APPLICATIONS

NEW—WHAW, Bremer Broadcasting Corp., Jersey City, N. J.—Modification of construction permit (B1-PH-72) which authorized construction of a new high frequency (FM) broadcast station for move of transmitter and extension of commencement and completion dates. Amended: to change studio location from Jersey City to Newark, New Jersey.

NEW—WCAE, Inc., Pittsburgh, Penna.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45500 kc.** with coverage of 8,650 square miles.

NEW—L. B. Wilson, Inc., Cincinnati, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45900 kc.** with coverage of 13,700 square miles.

NEW—The Ohio Broadcasting Co., Canton, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.**, with coverage of 8,499 square miles.

NEW—Doughty and Welch Electric Co., Inc., Fall River, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47300 kc.** with coverage of 2,120 square miles.

NEW—O. E. Richardson, Fred L. Adair, Robert C. Adair, d/b as Radio Station WJOB, Hammond, Ind.—Construction permit for a new high frequency broadcast (FM) station to be operated on **49900 kc.** with coverage of 2,241 square miles.

NEW—Hearst Radio, Inc., New York, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48700 kc.** with coverage of 8,570 square miles.

TELEVISION APPLICATION

NEW—William B. Still, trading as Jamaica Radio Television Co., Jamaica, L. I., N. Y.—Construction permit for a new experimental television broadcast station to be operated on Channel #3 (**66000-72000 kc.**), A3 emission for visual and special for aural, power of 250 watts (1000 watts peak) for visual and 250 watts for aural. Amended: to request Channel #13 (**230000-236000 kc.**), 100 watts (400 watts peak) for visual and 100 watts for aural and change in name.

MISCELLANEOUS APPLICATIONS

NEW—Columbia Broadcasting System, Inc., area of New York, N. Y.—Construction permit for a new relay broadcast station to be operated on **156075, 157575, 159975, 161925 kc.**, power of 0.5 watts, A3 emission.

NEW—WLBV, Larus and Brother Co., Inc., Richmond, Va.—License to cover (B2-PRY-275) construction permit, which authorized construction of a new relay broadcast station.

NEW—WLBX, Larus and Brother Co., Inc., Richmond, Va.—License to cover (B2-PRY-277) construction permit, which authorized construction of a new relay broadcast station.

NEW—The Board of Education of the School District of the City of Detroit, Detroit, Mich.—Construction permit for a new noncommercial educational broadcast station to be operated on **42700 kc.**, power of 1 KW, special emission.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Ketchikan Packing Company—A complaint has been issued charging Ketchikan Packing Co., Ketchikan, Alaska, and William H. Stanley, Inc., 103 East 125th Street, New York, with violation of the brokerage section of the Robinson-Patman Act in connection with the sale and purchase of canned salmon in interstate commerce. (5164)

Maryland Glass & Mirror Company, 1834 South Charles Street, Baltimore, is charged in a complaint with selling Grade B window glass as Grade A to purchasers who have ordered and paid for the higher grade. (5165)

World Publishing Company—A complaint has been issued charging The World Publishing Company, 2231 West 110th St., Cleveland, with misrepresentation in the sale of Webster's Universal Unabridged Dictionary, Florentine DeLuxe Edition. (5163)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Flag Pet Food Corporation, 108 South Street, New York City, stipulated that in the dissemination of advertisements of Flag Dog Food it will stop representing that the preparation contains meat. (03216)

S. Oldman, Inc., 130 West 30th Street, New York, stipulated that in connection with the sale of furs and fur garments it will discontinue using in advertisements, invoices or labeling the word "Mouton" to designate products made from lamb peltries unless compounded with the true common English name of the fur, for example, "Mouton-Dyed Lamb"; the word "Lapin" to describe products made from rabbit peltries unless compounded with the true common English name of the fur, for example, "Lapin-Dyed Rabbit"; or the word "Beaver" or any term of like meaning, either alone or in combination with other words, to refer to furs or fur garments made from rabbit peltries or any peltries other than beaver, unless such word or term is compounded with the word "Dyed" and immediately followed in equally conspicuous type by the true name of the fur. (3841)

Radiator Specialty Company, 1700 Dowd Road, Charlotte, N. C., engaged in selling a gasoline additive agent designated "Nu-Power," stipulated that it will cease and desist from representing that the preparation has any effect upon the normal fuel value or energy of gasoline; that the results which might be expected through its use amount to a 25 percent or any other definite increase in mileage; or that it keeps spark plugs clean and eliminates gas knocks or motor "ping." (03215)

Sears, Roebuck & Company, Chicago, entered into a stipulation to discontinue representing in advertising matter that the medicinal preparation it sells under the name "Super-Kaps" will (1) beneficially affect the process of digestion except to the extent that faulty digestion may be known to be due to an insufficient intake of vitamin B_1; (2) prevent infection or help build resistance to colds and coughs unless expressly limited to those instances in which bodily resistance is lowered due to an insufficient intake of vitamin A; (3) correct nervous conditions or be of any value for nervousness except where such conditions may be known to be due to a lack of vitamin B_1 in the diet; or (4) beautify the user. (03214)

FTC CASES DISMISSED

A complaint against Mary Booth Powell, trading as Superior Hatchery, Windsor, Mo., alleging misrepresentation in the sale of baby chicks, has been dismissed by the Federal Trade Commission because of the death of the respondent.

The Commission has also dismissed its complaint charging Blue Ridge Coal Co., Inc., 1212 West North Ave., Baltimore, Md., with misrepresentation in the sale of coal.

Table of Contents

January — May

Page

BROADCAST ADVERTISING

- Audience Measurement 103
- Avery Speaks at National Men's Wear Ass'n Convention 17
- Avery Speaks at NRDGA Annual Convention 8
- Department Stores Use Radio 56
- KMBC Adopts New Station Advertising Theme 141
- NAB Dept. Expanded 153
- NRDGA Promotion Clinic 91–96
- Per-Inquiry—Allen Miller Production 120
- Per-Inquiry—Pitluk Advertising Co. 11
- Retail Promotion Plan Continues to Receive Radio-Retailer Acclaim 120
- Retail Promotion Plan Results 16
- Retail Radio Advertising Must State Tax Separately 145
- Sales Managers Exec. and Research Committees Meet in Cincinnati 96
- Sales Managers Hear "What Radio Buyers Want to Know" 40
- Sales Managers Meetings 1–16–96
- Standard Coverage Study Under Way 145
- Station Coverage Prime Research Objective 109

DEFENSE

- Advertisers War Effort Contribution 96
- Armed Forces Radio Service Thanks NAB for Personnel Information 71
- Bond Booths on Docks 11
- Broadcasting in the 4th War Loan 109–11–71
- Bulletin on 5th War Loan 146–155–169
- More Treasury ET's for Sponsorship 31
- Paper Rationing Affects You 11
- Stations Ask for War Bond ET's 19
- Stations Favor Continuance Bond Campaign 18
- Stations War Effort Broadcasts 111–161
- Voluntary Censorship Tightened 24
- WROK Sponsors Showing of War Film 85

ENGINEERING

- Crystals Now Available 89
- District Engineering Committee 10
- Fixed Condensers Available 110
- FM Broadcasters Meet 25
- FM vs. AM Television Sound 64
- Industrial Sound Equipment 110
- NAB Develops Training Technique for Women Studio Operators 83
- NAB Operator Training 56–71
- NAB Technician Pool 110
- Two NAB Staff Directors Address IRE Convention 26

FEDERAL COMMUNICATION COMMISSION

- Adair New Chief Engineer 58
- Appropriations 24–33–92
- Chairman Fly—Speaks at FMBI Meeting 33
- Chairman Fly and Wheeler Hail Radio 171
- Committee Appoints John J. Sirica as General Counsel 104
- Craven to Leave Commission 159
- Data re 100-Watt Standard Broadcast Stations 140
- Hudson to Assist Chairman Fly 156
- Identification Break Waived 25
- Inquiry on Railroad Use of Radio 146
- Inspection of Records, Order No. 118 18
- Jett Nominated to Commission 7–58
- Jorgensen Joins Navy 92
- NAB Files Brief on FCC Order 118 Amending Rule 1.5 51
- Networks Warned on FM Broadcasting 168
- New Multiple Ownership Order 31
- Newspaper Case Closed 7

Page

- Number of Stations—914 42
- Number of Stations—918 113
- Number of Stations—920 in April 164
- Policy on C. P.'s Clarified 23
- Proposed Network Recording Rule 31
- Revises Multiple Ownership Compliance Procedure 101
- Television Multiples Increased 160
- Transcription Announcements 159
- Transfer of Control Regulation 12
- W. Ervin James, Aide to Navy 105

GENERAL

- Advertising Federation Calls Off Its Annual Convention 122
- Air Corps Casualties Available to Industry 145
- American Library Ass'n Spots 170
- "America's Secret Weapon" Film Available to Stations 147
- Broadcast Pleas Reduce Army Depot Absenteeism 4
- Canadian Ass'n of Broadcasters Convention 61
- College Degrees in "Radio Journalism" Seen by NAB Radio News Committee 26
- Committee Studies College Radio Courses 32
- D. A. R. Demands Free Radio 163
- "Daylight Saving" Time 154
- Educators Request More Channels 32
- Honorable Chan Gurney on Free Speech 103
- Identification Break Waived 25
- Imported U. S. Radios and Domestic Production Maintain Listening in Britain 18–57
- Industry Thanked by Infantile Paralysis Foundation 55–65
- Information Wanted on Infringement of a Radio Idea 89
- Information Wanted on Matthew Halton Radio Award 164
- Information Wanted on "Rape of Radio" Book Cover 19
- Inquiry on Power Rates 110
- Jack Hopkins Continues as President of the Florida Ass'n of Broadcasters 121
- Murphy Buys KSO 156
- NAB Receives Red Cross Cotatopm 160
- National Ass'n of Evangelicals Questionnaire 11
- National Music Week 141
- National Thrift Week 11
- New Award Is Created for Radio Contribution to Cause of Democracy 139
- No Attempts to Influence News by Advertisers 56
- No More "Disclaimers" 118
- "On the Air" Will Show Anywhere 105
- Oregon-Washington Broadcasters Meet 96–104
- Peabody Award Winners 135
- Program Log Information Wanted 110
- Proposed Sale of WBT 33
- Radio Does a Job 77
- Radio Largest Source of War News, Survey Shows 141
- Railroads Test Radio Train Communication 121
- Send Military Addresses to NAB 83–85–137
- Stations Study Public Likes and Dislikes 56
- Trammell Extols Radio and Press 4
- WLS Has 20th Birthday 111
- Women Staff New NBC Show 91
- WOW Begins 22nd Year 111
- WRVA Announcements Recover Sailor's Bag 70

GOVERNMENT

- Cohen to London 168
- Crystals Now Available 89
- D. Thomas Curtain WMC Radio Chief 104
- FTC Report on Radio 12
- Fetzer Replaces Ryan at Censorship 69
- George P. Ludlam Succeeds Philip H. Cohen at OWI 120
- Internal Revenue—Talent Tax Status 63
- McIntosh Leaves WPB 159
- More Treasury ET's for Sponsorship 31–57

Page

Navy Dept. Compliments NAB 41
OWI Needs Overseas Personnel 64–122
Policy on C. P.'s Clarified 23
Smith Is New Treasury Radio Chief 169
Sub-Committee Considers "Daylight Saving" 154
Voluntary Censorship Tightened 24
War Dept. Recognizes NAB Activity 31
WMC Continues Broadcasting in Essential Category 70
WMC Manpower Budget Plan 83
WPB Interprets P-133 154

LABOR

Commission Employees—New Policy 2
William Green, Prexy, Says WJJD Strike Unauthorized 118
Pancake Turners 52
Wage and Hour (Talent Fees) 15
WCOV Wins Arbitration Award 102
WJJD Presents Case 159
WLB Statement on Voluntary Bonuses 160
WMAL Case 136
WMC Appeals Procedure Modified 53

LEGISLATION

Brown and Rankin File Bills Affecting Radio 65
Brown Bill H. R. 431—Study and Investigation of News Released to Armed Forces 65
Clark Committee Hears Inter-Lochen Ban Story 89
International Communications Investigation 83
NAB Committee Meets With Chairman Wheeler 70–83
NAB Revises Legislative Recommendations 24
Rankin Bill H. R. 4151—Libel and Slander 65
Wheeler-Fly on Future of Communications 171

MUSIC

Broadcasters Want Stronger BMI 62
Clark Committee Hears Inter-Lochen Ban Story 89
Commodore Records 53
Haverlin Leaves BMI—Joins MBS 89
Harold Ryan Elected President of BMI 118
NAB Music Committee Confers with ASCAP 139
Resolution Adopted 154
WJJD Presents Case 159
WLB to Consider Petrillo Matter 95
WPB Cites A. F. of M. Officers 135

NATIONAL ASSOCIATION OF BROADCASTERS

1944 Membership Certificates 105
Annual Convention 31
Ass'n of Women Directors Stage Big Event 57
Audience Measurement Bureau Committee Meets 31
Avery's Talk Before NRDGA Convention 8
Board Meeting—February 2 and 3 15–136
Board Meeting—May 8, 9, 10 153
Brief Filed on FCC Order 118 Amending Rule 1.5 51
Broadcasters Discuss Essential Character of Radio 79
Broadcasters Want Even Stronger BMI 62
By-Law Change 153
Canadian Ass'n of Broadcasters Convention 61
Code, Controversial Issues 77
Convention Site and Program Committee Meet 9
District 2 78
District 3 79
District 6 69
District 8 39
District 10 39
District 12 63
District 13 62
District 14 41–53
District 15 104
District 16 54
District Engineering Committee 10
District Meeting Resolutions 39

Page

District Meetings Schedule 1-7-15-25
Fetzer—8th District Director 39
Finance Committee Meet—January 10 9
Gillin—10th District Director 39
Hager—Director of District 2 78
Legislation Committee Meets With Chairman Wheeler 70–83
Music Committee Confers with ASCAP 139
Navy Dept. Compliments NAB 41
News Sub-Committee Meets 18
Operator Training 56–71
Program Managers Executive Committee Meet 10
Public Relations Meetings 1–25
Radio News Committee 26
Radio News Committee Work Gets Further Cooperation 121
Revised Legislative Recommendations 24
Ryan New President 29–118
Ryan Expresses Faith in Broadcasting's Future 117
Ryan, William B.—16th District Director 54
Sales Managers Hear "What Radio Buyers Want to Know" 40
Sales Managers Meetings 1–16
Salt Lake City Broadcasters Meet with Egolf and Avery 54
Small Market Stations Committee Examines Study of Group Selling 167
War Dept. Recognizes NAB Activity 31
Way—Re-elected 12th District Director 63
Wooten—6th District Director 69
Yocum—14th District Director 41–53

PROMOTION

Design Technique Versus Service Requirements —Irwin W. Stanton 45
Kansas City Goes in for Kid Shows 42
KMBC Issues Service Brochure 105
KRNT and KSO Launch "Food For Freedom Fair" 105
KROY Tells of Public Service 164
KTSW Establishes Radio Scholarship 156
KXOK Has New Type Public Forum Broadcast 121
KXOK's "Jobs For Heroes" Gets Results 84
Post-War Radio Service 45
Radio in Service of Home and Nation—Arthur Stringer 48
WAVE Sells in 4th War Loan Drive 70
WBIG Plans Morale Series 155
WBZ Warcasts Increase Production, Raise Morale 111
WGAR and WJR Survey 75 Stations 56
WGAR's Library Promotion 32
WJAG Serves in Emergency 170
WJR Brochure—"Victory F.O.B." 110
WOWO's "Proudly We Hail" 147
WQAM Issues "Service" Brochure 164
WQAM Juvenile Delinquency Program 163
WRVA Campaign Producing "Smokes for Our Wounded" 170
WRVA Careless Talk Slogan Contest 90
WTIC's Unique Wartime Program 141

PUBLIC RELATIONS

American Home Campaign Contest 85
Egolf Addresses Radio Council of Greater Cleveland 26
Egolf Speaks on Venereal Diseases 147
Fifteenth Institute for Education by Radio 123
KFI Points Up Fight on Venereal Diseases 147
KTSM Booklet on El Paso Radio Forum 85
Lewis, Dorothy Schedule Southern Tour 85
Meetings 1–25
NAB Ass'n of Women Directors Stage Big Event 57
NAB Participates in Ohio Institute 155
Radio Councils Activities 19–26
Radio Farm Directors Organize Ass'n 154–155
Results of AWD General Survey of Women's Programs 122
Rochester Hospital Council Broadcasts 91

Page

“Tell Us About Radio”—WGAR 90

RADIO TECHNICAL PLANNING BOARD
- Panel #3 55
- Panel #4 2–154
- Panel #5 56–162
- Panel #6 64
- FM and Television Panel Meetings 119

RESEARCH
- Data re 200 to 500-Watt Stations 121
- Population Shifts 65
- Radio Families—January 1, 1944 17
- Research and Sales Managers Exec. Committees Meet in Cincinnati 96
- Station Coverage Prime Research Objective 109
- Standard Coverage Study Under Way 145

SELECTIVE SERVICE
- Communications Common Carriers Denied Deferments 109
- New Developments 95
- WMC Continues Broadcasting in Essential Category 70

TAXATION
- How to Mention Federal Excise Tax in Retail Radio Advertising 167
- Retail Radio Advertising Must State Tax Separately 145
- Talent Tax Status 63

TELEVISION
- Joyce Forecasts Television at NRDGA Promotion Clinic 96
- Small Market Stations in Television 168
- Television in Spotlight 145
- Television Meeting 32
- Television Multiples Increased 160
- Television Stations Listed 32

TUBES
- Views on Production Differ 2

NAB SPECIALS

A. F. OF M. BULLETINS #24 thru #27

THE BEAM Vol. 2, # 1 and #2

BROADCAST ADVERTISING #9 thru #11

SPECIAL INFORMATION #17

LEGISLATIVE Vol. 12, #1 thru #8

SELECTIVE SERVICE #17 thru #22

SWAP BULLETINS #46 thru #50

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol 12, No. 23, June 9, 1944

D-DAY AND THE RADIO GIANT

(As Released by the NAB News Bureau)

Washington, D. C., June 6: Harold Ryan, president of the National Association of Broadcasters, in a D-Day message to the radio industry, said today:

"Invasion for liberation has begun. In the middle of our American night word was flashed through the ether which brought millions from their beds to listen for every syllable of news from the French coast. As instinctively as they would rush to their windows to see what was going on in their own front yards, the American people turned to their radios for full information on the tremendous Allied move. Far transcending the story of Pearl Harbor, radio's instantaneous reports of the invasion for liberation are placing the people at home in close touch with the scenes where wave upon wave of our loved ones in uniform are pouring into the attack. As we listen today we know how essential were the weeks and months of preparation by stations and networks to bring this story home to America without interruption or delay. The responsibility which weighed so heavily upon the broadcasters, the numerous assurances which were given our listeners, are now more than justified by the reliance which fathers, mothers, wives, sisters and brothers are placing on this vast system of communication for minute to minute news, for words of cheer and comfort from leaders the world around. In its vigilance and preparedness for the recounting of this momentous event, American radio has distinguished itself as a great heart which never stops beating."

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

NAB REVIEWS LEGISLATIVE POSITION

Following is a quotation from a United Press Dispatch, June 6, 1944:

"Senator Wheeler said he had given up hope of Congressional action this year on Legislative Regulation of the Radio Industry. 'It's over for this session,' Wheeler said, 'I tried to work out a compromise bill which would curb some of the powers of the FCC but at the same time not free the industry from all regulations. The Radio Industry wanted no Regulation.' Wheeler said that in view of industry opposition he has not set any further meetings of the ICC, of which he is Chairman, on the White-Wheeler Bill he presented to the Committee two weeks ago."

NAB subsequently issued the following:

In view of the testimony favoring legislation given before the Senate Interstate Commerce Committee during last November and December and the subsequent diligent efforts of the Legislative Committee of the National Association of Broadcasters directed toward the securing of consideration by Congress of the vital need of the broadcasting industry for definitive legislation, we are disappointed with Chairman Wheeler's conclusion to call off further Interstate Commerce Committee meetings to discuss the Radio bill, "due to industry opposition."

In a spirit of cooperation the NAB considered and reported upon the Bill as revised by Senators Wheeler and White, which we understood to be one on which they both made concessions in order to give their Committee a base from which to operate.

In presenting the report to the Members of the Senate Interstate Commerce Committee we pointed again to the vital need for definitive legislation at the present time. We felt obliged to point out certain operating difficulties which would arise from adoption of some of the proposals in their present form. NAB "endorsed" many sections of the proposal, said certain were "desirable," said some were "improvements," recommended "deletion" of certain sections, made "suggestions" on other sections and mere "comments" on others. We recommend "deletion," for example, on the anti-sponsorship of news proposals which we believe would run counter to the fundamental concept and American policy of encouragement of news dissemination, and sections which we deemed would afford post censorship to a Federal Commission. We merely submitted factual comments, without recommendation, for example, on the 50 KW limitation and the proposal for the breakdown of the clear channels.

We recognized the controversial nature of certain of the proposals and, in what we felt was a proper faith in the wisdom of Congress to resolve these controversies in the public interest, we merely set forth certain facts and made certain predictions, based upon our experience as broadcasters.

We are amazed that the Industry should be accused of not desiring any legislation in light of the facts. The NAB testified at the Hearings in support of Legislation.

At conferences in March between Chairman Wheeler and the NAB, NAB reiterated its support of Legislative consideration, and as late as May 30, said "The need for definitive legislation at the present time is vital."

Subsequently, on May 31, following submittal of the Report to the Members of the Interstate Commerce Committee, the NAB Legislative Committee passed a Resolution directing Don Elias, chairman of the Legislative Committee, and J. Harold Ryan, president of NAB, "to take such steps as they believe advisable to expedite desirable legislation."

Certainly the Industry has made every effort to secure Committee consideration of remedial legislation. To expect 100% support of any piece of legislation dealing with radio from every competing broadcasting station would be tantamount to expectation that complete unanimity could be secured from all members of a legislative body on a controversial measure.

The fact is that the Industry does not oppose Legislative consideration—it is seeking it! It is our sincere hope that Chairman Wheeler will renew his call for a Committee meeting and that the Committee will consider and adopt a Bill and report it to the Senate and that the Senate will pass a Bill.

ADDITIONAL RADIO LEGISLATION PROPOSED

Mr. Johnson of Colorado proposes licensing commentators and prohibiting the broadcast into a State of advertising violative of State Law.

Mr. Vandenberg of Michigan introduces amendment to prohibit interference with non-commercial cultural or educational programs such as was exercised by A F of M against Interlochen.

The Bills follow:

S. 814

IN THE SENATE OF THE UNITED STATES
MAY 29 (legislative day, MAY 9), 1944

Referred to the Committee on Interstate Commerce and ordered to be printed

AMENDMENT

Intended to be proposed by Mr. JOHNSON of Colorado to the bill (S. 814) to amend the Communications Act of 1934, and for other purposes, viz: At the proper place in the bill insert the following new section:

SEC. . Part I of title III of such Act is further amended by adding at the end thereof a new section as follows:

"LIMITATION ON ADVERTISING BROADCASTS

"SEC. . No person shall broadcast by means of any radio station for which a license is required by any law of the United States and no person operating any such station shall permit the broadcasting of, any advertisement of or information concerning any matter or thing if the broadcast of such advertisement or information is capable of being received by any ordinary household radio receiving set at any place or point in any State of the United States or any Province of the Dominion of Canada, during such hours as the broadcasting of a similar advertisement or similar information by a radio station located in such State or Province is prohibited by the laws thereof effective throughout its geographical limits."

S. 814

IN THE SENATE OF THE UNITED STATES
JUNE 5 (legislative day, MAY 9), 1944

Referred to the Committee on Interstate Commerce and ordered to be printed

AMENDMENTS

Intended to be proposed by Mr. JOHNSON of Colorado to the bill (S. 814) to amend the Communication Act of 1934, and for other purposes, viz: At the proper place in the bill insert the following:

SEC. . Section 317 of such Act is amended to read as follows:

"SEC. 317. (a) All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

"(b) No news analyses or news commentaries shall be included in any such broadcast unless the person making such broadcast has been licensed by the Commission as a news commentator.

"(c) The Commission shall issue a license as a news commentator to any person, upon application therefor, if the applicant subscribes to and accepts the following code of ethics:

"(1) News shall be presented with fairness and accuracy.

"(2) No commentator shall make any false, slanderous, libelous, or derogatory statement concerning any person.

"(3) News commentaries and analyses shall be presented in compliance with all the provisions of the Communications Act of 1934 and regulations made pursuant thereto.

"(d) The Commission shall have authority to revoke the license of any news commentator who violates the code of ethics set forth in subsection (c)."

At the proper place (in the section relating to appeals to the court) insert the following:

"( ) By any news commentator whose license has been revoked by the Commission."

S. 1957

IN THE SENATE OF THE UNITED STATES

May 29 (legislative day, May 9), 1944

Mr. Vandenberg introduced the following bill; which was read twice and referred to the Committee on Interstate Commerce

A BILL

To amend the Communications Act of 1934, as amended, so as to prohibit interference with the broadcasting of noncommercial cultural or educational programs.

Be it enacted in the Senate and House of Representatives of the United States of America in Congress assembled, That the Communications Act of 1934, as amended, is amended by inserting, after section 329 of such Act, a new section as follows:

"Sec. 330. It shall be unlawful for any person, or any person representing an organization or group, to interfere with, intimidate any person or persons, hinder, extort, delay, prevent, or conspire with other persons for the purpose of hindering, delaying, interfering with, or stopping the production or transmission, by means of any radio station of any noncommercial educational or cultural program presented by any academically accredited and tax-exempt educational institution, prepared and planned for presentation by radio or in the process of being transmitted by radio stations, and it shall likewise be unlawful for any person as a part of a group or organization to threaten or intimidate any other person for the purpose of preventing by group action the operation of any broadcasting station while preparing for or in the operation of broadcasting such noncommercial educational or cultural programs, unless such interference, work stoppage, or group action is part of a general action for other purposes and is of general and broader nature or purpose than to prevent or interfere with the broadcasting of such noncommercial educational and cultural programs: *Provided*, That such radio station or stations have agreed to broadcast such programs and that no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by such station from any person for broadcasting or agreeing to broadcast such program and no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by the persons producing or participating in such program from such station or from any commercial sponsor, for services rendered in producing or participating in such program.

"DEFINITION

"'To conspire' shall mean to plan with others, to hold meetings for the purpose of planning, to take action as the result of a plan or purpose—such as united stoppage of work at a radio plant, or to write communications urging interference by action or by word of mouth to induce action for the purpose of interference."

INFORMATION NEEDED

Information is needed with respect to any instances in which a local IBEW union has admitted women technicians to membership. The more specific the information the better. Any stations having information with reference to the matter are asked to communicate with NAB giving names of individuals and local union involved.

RENEWAL FORMS REVISED BY FCC

The Commission, on May 30, approved a revised Form 303, application for renewal of license for standard broadcast stations and authorized two new forms, 303-A, Statement of Technical Information Concerning Standard Broadcast Stations Using Nondirectional Antennas, and 303-B, Statement of Technical Information Concerning Standard Broadcast Stations Using Directional Antennas.

The Commission has required very little engineering data with regard to any standard broadcast station since the change to the abbreviated renewal application Form 303 in February, 1942, and in view of the recently extended license period for standard broadcast stations to three years, it is essential that up-to-date engineering data be filed with the Commission. For this reason, licensees will be requested to submit to the Commission, by August 1, 1944, such current engineering information on Form 303-A or 303-B. It is expected that a supply of the newly approved forms 303-A and 303-B will be available in a short time and will be promptly mailed to each standard broadcast station.

One significant change in the forms covering the engineering data is that in addition to being executed by the applicant, the chief engineer or technical director of the station will be required to swear or affirm that he has read the same, knows the contents thereof, and that the matters and facts set forth in the form are true of his own knowledge. Past experience has indicated that many licensees filed their renewal applications with gross errors which are repeated time and time again, thus indicating that the data had been copied from a previous renewal application without reexamination by anyone having knowledge or information of the facts. It is hoped that with the revised forms, engineering information submitted will be current, accurate, and of real assistance to the Commission.

In addition to up-to-date engineering data, the revised application form and renewal of license seeks to elicit information as to the ownership, operation, interests therein, etc., of all licensees. Current information on program service is likewise sought and applicants will be required to attach to the original application only the program and operating logs or one exact copy thereof required to be kept under Section 3.404 of the rules for the seven consecutive days immediately preceding the date of execution of the application form. If the original log is submitted and so marked, it will be returned to the applicant.

The requirement in the revised form for submission of program and operating logs is in lieu of the provision in Form 303 prior to revision, which sought a breakdown of program content giving percentage of total monthly hours (commercial and sustaining) divided into types of programs such as entertainment, educational, religious, agricultural, fraternal, news, etc., and it is believed will result in eliciting more accurate information on the subject of program service the station renders with less effort on the part of the applicant.

In view of the fact that under Section 1.361 of the Commission's Rules of Practice and Procedure, licensees are required to file an annual financial report, no additional financial data is required by the revised Form 303 unless changes in the financial status of the applicant have occurred since the filing of the applicant's last annual report, in which event such changes are required to be reported. The applicant must, however, represent that its financial condition, except for minor changes occurring in the normal course of business, is the same as of the date of execution of the renewal application as that shown in the most recent annual report, stating the date filed.

INDUSTRY THANKS EXPRESSED TO "FIBBER" McGEE AND MOLLY FOR D-DAY COVERAGE PLUG

The following letter was written by Harold Ryan to "Fibber" McGee and Molly as a result of a statement made at the beginning of their broadcast on the night of June 6:

> "This is to thank you for the fine compliment which you paid the institution of American radio at the beginning of your program on the night of June 6th, when you stated that you were proud to be associated with the radio industry in view of its great service to the American public on that historic invasion day.
>
> "On behalf of the National Association of Broadcasters, I wish to express gratitude to you for this thoughtful utterance.
>
> "Radio is so much like a guest in the home that it cannot with good grace refer to itself with words of praise. Radio must depend upon those who use its facilities, those who enjoy a large public following, such as you and Molly, to express recognition of its good work.
>
> "We appreciate very much your acknowledgment of radio's excellent coverage of the invasion, and the splendid, tasteful manner in which you handled it. With every good wish for your success, I am
>
> Cordially yours, Harold Ryan."

ELLIS ADDRESSES RMA CONFERENCE

Ray C. Ellis, Director of Radio and Radar Division of WPB, who recently returned from a two months' visit to the Soviet Union, spoke before the Third War Production Conference of the Radio Manufacturers Association at the Stevens Hotel, Chicago, on Tuesday, June 6.

Mr. Ellis, in his address, reported to the RMA membership on "Radio in Russia." The talk dealt primarily with the present status of radio manufacturing and research in the Soviet Union. In concluding the talk, Mr. Ellis said:

> "Both Russia and the United States have many fundamental and basic things in common. Both countries are generally selfsufficient as far as their basic requirements are concerned. Neither country has had any ambitious colonization program. Neither country should have any difficulty in the future from an immigration standpoint.
>
> "I feel that the friendly relations of the United Nations will continue to develop. Russia's big problem is raising the standard of living in her own country which will require all of the products that they can produce. As for postwar radio problems, it would seem to me that if they are handled on a business basis the United States and Russia can be of great mutual help to one another."

FCC REPORTS FM BURSTS TO RTPB

Observations on a phenomenon in radio propagation hitherto not reported—long-distance bursts causing interference in the very high frequency band which includes the band 42-50 megacycles now assigned to FM broadcasting—were announced today by the Federal Communications Commission.

The amplitudes of the bursts, according to FCC engineers, have varied from the lowest levels which can be measured up to levels well in excess of that required to render a satisfactory FM broadcast service. During periods of maximum activity they may occur at the rate of several hundred per hour. However, the amplitudes of but few of the bursts are sufficient to cause serious interference to a receiver operating within the protected area of an FM station under present FCC standards.

A "burst" is defined as a sharp increase of signal strength of very short duration—seldom covering more than the time consumed by a single spoken word or a note or two of music—from an FM station located at a considerable distance from the observer. Since February 1943, FCC engineers have been recording reception from certain FM stations to determine the nature and extent of the interference.

The bursts were observed from the higher powered FM stations only. This may account for the failure of amateurs, experimenters and others to have reported this type of interference in this frequency range. The bursts are not normally observed from nearby FM stations, since the steady ground wave signal is of sufficient strength to obscure them, but they may be observed in such instances by a system of pulsing or by a directional antenna which discriminates against the ground wave. At greater distances where the steady signal is absent or of low intensity, the bursts may be heard through the loudspeaker or may be recorded by a suitable recorder.

Bursts have been observed by both methods at distances up to 1400 miles from certain FM stations, but are neither so intense nor so numerous at the longer distances as they are at distances of 300 to 700 miles. Commission engineers observed a systematic variation in the relative numbers of bursts which occur from hour to hour during the day, the highest number occurring near sunrise and the fewest near sunset.

It was pointed out these bursts may be related in some way to bursts of somewhat longer duration and greater frequency of occurrence which have been reported by other engineers on frequencies below 20 megacycles. The distances over which the FM bursts are received, as well as certain measurements of signal path length, indicate they are ionospheric in origin, just as are the bursts at the lower frequencies. There is also substantial agreement between the daily variations in the FM bursts and the lower frequency bursts which is further evidence that they are related and may perhaps be due to a common cause.

Bursts were also observed by Commission engineers on certain television stations at 72 megacycles, but insufficient data have been collected on these to make any determination of the relative amplitudes, frequencies of occurrence, and durations as compared with the bursts in the FM band.

In accordance with a commitment made when the FCC met November 17, 1943, with representatives of the Radio Technical Planning Board, the Interdepartment Radio Advisory Committee, and the Board of War Communications to discuss organization and procedure to be followed in post-war planning, the Commission has made a preliminary report on bursts in the FM band to the RTPB.

Commission engineers are continuing their observations and it is hoped data will be obtained which may serve as a basis for approximating the amplitudes and numbers of the bursts to be expected at various distances from a transmitter at any given time. This determination involves not only a long-time measurement of burst amplitudes from FM stations, but measurements as well of the path lengths and directions of arrival of the signals, in order to identify the medium causing the bursts.

In addition to the burst signal interference described above, there is another distinctly different kind of interference to Very High Frequency reception which has been recognized for some years. It happens occasionally that a normally unheard station will come in with sufficient signal strength to operate a receiver satisfactorily for a considerable length of time—many minutes or even hours. This effect, easily distinguishable from the burst phenomenon by its duration, can be produced by transmitters of low power and has been known to produce a signal sufficiently strong to take control of a receiver tuned to a local station on the same frequency. The cause of this phenomenon has been traced to abnormal "patchy" ionic densities in the lowest of the ionospheric layers—the "E" layer, and is known as "sporadic E transmission." While much data on this effect has been accumulated at lower frequencies, more are needed for the Very High Frequency region of the spectrum and it is hoped that the present recording program of the Commission will help to supply the need.

Both of these interference effects are being studied by the appropriate Panels of the Radio Technical Planning Board and with this cooperation and that of other interested organizations, it is believed the Commission will find a satisfactory solution of the problems involved.

JUNE 10 DEADLINE FOR MAILING PHOTOS FOR NAB PUBLIC RELATIONS BOOK "MANAGEMENT IN THE PUBLIC INTEREST"

Following mailing to the industry of a second letter requesting "fill-in" photographs under subject headings not fully illustrated, June 10 was set as the deadline for mailing photos for the NAB public relations book, "Management in the Public Interest."

Well over 600 photos are now in the hands of the public relations department, most of which have possibilities for inclusion in the industry's first documentary approach to its public relations problems.

Warm thanks are expressed for the extremely fine cooperation from managers and promotion departments which have gone out of the way to provide visual evidence of radio's expansive operation in the public interest. In addition to use in the book, this file of photos affords material for a convincing display of great magnitude.

Please address mailings not later than June 10 to Willard D. Egolf, Director of Public Relations, National Association of Broadcasters, 1760 N Street, N. W., Washington, D. C.

"STRANGLE HOLD" DESCRIBED AS CARESS OF FREEDOM

(From New York Times, June 6)

Harlow Shapley thinks that public taste in America is being vulgarized by the radio companies who have made a "revolting mess" of their job. Perhaps it does no harm to say such things; even if the verdict sounds harsh it may do good. But when Professor Shapley attributes the mischief to the big advertisers, he says something which may do harm. It gives fresh countenance to an ancient error of which, we thought, by this time Hitler had cured us.

We all remember the time, not so very far away, when so many people found the condition of the American press to be very low indeed. The chief reason was the "strangle hold" of the large advertiser. He was the incubus on the conscience and good judgment of the men who publish the newspapers.

What have we learned in the last half-dozen years? Newspaper advertising, speaking only of the larger countries, is overwhelmingly an English-speakeing institution. By comparison one might say of pre-war France that newspaper advertising practically did not exist there. It then remains only to compare journalistic ethics in this country and Britain where the large advertiser had his "strangle hold" on the press and the moral status of the French press which suffered from no such despotism. Instead of revenue from advertisers whose sole object was to have their names known, a considerable part of French press revenues came from other sources—which didn't advertise.

Life in America does threaten to become pretty sad if something is not done soon about those commercial jingles which drive Professor Shapley crazy, with millions of others. But if radio jingles are part of the price of freedom, as we suspect they are, why let those quartets keep on?

MARKS HEADS FCC NEW FACILITIES SECTION

The FCC has announced the appointment of Leonard Marks as Chief of the New Facilities Section of the Broadcast Division, to supervise the handling of applications for all new broadcast stations. With the Commission since February, 1943, Mr. Marks graduated from the University of Pittsburgh Law School in 1938, held a faculty fellowship there from 1938 to 1939 and was Assistant Professor at the University Law School from 1939 to 1942.

UNION THEOLOGICAL SEMINARY UNDERTAKES RADIO SURVEY

NAB has approached the Union Theological Seminary of Richmond, Virginia, with an offer to attempt to provide answers to any problems which might be responsible for the questionnaire recently mailed to stations requesting information relative to the broadcast of religious programs. Cooperation will be rendered from NAB headquarters.

RID ALERTED

Chairman James Lawrence Fly of the Communications Commission has announced that George E. Sterling, Chief of the Radio Intelligence Division, has alerted the nationwide network of RID monitoring stations with orders to keep extraordinary watchfulness for espionage or other clandestine radio transmissions during the invasion.

"We are going on the theory that any Axis spies who have been kept off the air heretofore by RID surveillance may now become desperate enough to risk the danger of even the briefest transmission," Chairman Fly explained.

"The speed with which the RID has pounced upon clandestine operators during the war has been a powerful deterrent to would-be radio spies. RID monitoring officers at stationary stations and in mobile units patrolling the ether around-the-clock have kept espionage transmissions in this country almost to zero. The RID is going to do everything in its power to maintain that record during the invasion."

During the past four years, the RID has located 360 unlicensed transmitters within the United States, has assisted South American nations in rounding up more than 200 Axis spies, has uncovered many clandestine circuits throughout the world.

U. S. COMMUNICATIONS REPRESENTATIVES CONFER WITH COLOMBIAN GOV.

Following conferences between FCC Commissioner Ray C. Wakefield, Harvey Otterman, Assistant Chief of the Telecommunications Division of the State Department, and FCC Assistant Chief Engineer Philip Siling in Bogota, Colombia, it was announced the Colombian Government, subject to approval of the Colombian Congress, agreed to a 26 cents basic per word rate on ordinary telegrams northbound to the United States.

This northbound rate approximates that proposed by the FCC in its Order effecting reductions, beginning July 1943, on rates charged by United States communications carriers on Inter-American telegraph service.

The Colombian government has also agreed, subject to approval of the Congress, to make the same northbound rates applicable to all types of telegrams whether carried over the facilities of RCA Communications, Inc. or All America Cables & Radio. At the present time, RCA's northbound rates from Colombia are lower than those of All America.

The three U. S. government representatives left May 20 to confer with officials in Colombia, Venezuela, Brazil, Argentina, Uruguay and Chile regarding communications matters, particularly equalization of north and southbound cable and telegraph rates between the U. S. and these countries and adoption of a unified rate for code and plain language messages.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, June 12th. They are subject to change.

Monday, June 12

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Renewal of license, **1320 kc.**, 100 watts, daytime.

Wednesday, June 14

Further Consolidated Hearing

KOMA—KOMA, Inc., Oklahoma City, Okla.—C. P., **690 kc.**, 500 watts night, 5 KW day, unlimited (request facilities of KGGF).

KOMA—KOMA, Inc., Oklahoma City, Okla.—Renewal of license, **1520 kc.**, 5 KW, unlimited.

KGGF—Hugh J. Powell, Coffeyville, Kansas.—C. P., **690 kc.**, 1 KW (DA-day and night), unlimited.

KGGF—Hugh J. Powell, Coffeyville, Kansas.—Renewal of license, **690 kc.**, 500 watts night, 1 KW LS, unlimited.

Thursday, June 15

Further Hearing

WSAR—Doughty & Welch Electric Company, Incorporated (Assignor), Fall River Broadcasting Company, Incorporated (Assignee), Fall River, Mass.—Assignment of license of station WSAR, Fall River, Mass.; **1480 NARBA**, 1 KW, unlimited, DA.

Federal Communications Commission Action

APPLICATIONS GRANTED

KID—Jack W. Duckworth (Transferor), Walter Bauchman, H. F. Laub, and L. A. Herdti (Transferees), KID Broadcasting Co. (Licensee), Idaho Falls, Idaho.—Granted consent to voluntary transfer of control of KID Broadcasting Co., licensee of station KID, from Jack W. Duckworth to Walter Bauchman, H. F. Laub and L. A. Herdti, by transfer of 250 shares, or 100% of authorized, issued and outstanding capital stock of the company for a total consideration of $100,000 (B5-TC-382).

KLCN—Fred O. Grimwood (Assignor), Harold L. Sudbury (Assignee), Blytheville, Ark.—Granted consent to voluntary assignment of license of station KLCN, from Fred O. Grimwood to Harold L. Sudbury, for a total consideration of $15,865.12 (B3-AL-409).

KFAB—KFAB Broadcasting Co., Lincoln, Neb.—Granted construction permit (Commrs. Walker and Durr dissenting), to change frequency from **780** to **1110 kc.**, hours of operation from simultaneous day, S-N WBBM, to unlimited, and install directional antenna for night use, subject to procedural conditions set forth in policy of January 26, 1944, and subject to the filing of an application for a new transmitter site and proper antenna system that would meet the Commission's requirements for Class I operation as soon as materials become available; and in case of WJAG, subject to the installation of a proper antenna and ground system when materials become available (B4-P-3578).

WJAG—The Norfolk Daily News, Norfolk, Neb.—Granted construction permit (Commrs. Walker and Durr dissenting), to change frequency from **1090** to **780 kc.** (B4-P-3577).

WBBM—Columbia Broadcasting System, Chicago, Ill.—Granted modification of license (Commrs. Walker and Durr dissenting) to change hours of operation from simultaneous day, S-N KFAB, to unlimited time on frequency **780 kc.** (B4-ML-1188).

DESIGNATED FOR HEARING

WBT—Columbia Broadcasting System, Inc. (Assignor), KFAB Broadcasting Co. (Assignee), Charlotte, N. C.—Designated for hearing application for consent to assignment of license of station WBT to KFAB Broadcasting Co. (B3-AL-403).

KFAB—The Sidles Co. (Transferor), The Sidles Co., Star Printing Co., State Journal Printing Co., and Columbia Broadcasting System, Inc. (Transferees), KFAB Broadcasting Co. (Licensee), Lincoln, Neb.—Designated for hearing application for consent to voluntary relinquishment of control of KFAB Broadcasting Co., licensee of station KFAB, by the Sidles Company through distribution of capital stock (B4-TC-363).

MISCELLANEOUS

WJOB—O. E. Richardson, Fred L. Adair and Robert C. Adair, d/b as Radio Station WJOB, Hammond, Ind.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1593).

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Granted construction permit to install new ground system (B5-P-3605).

WMWA—WOKO, Inc., area of Albany, N. Y.—Present license for relay broadcast station was extended upon a temporary basis only, pending determination upon application for renewal, in no event later than August 1, 1944.

In re application of Doughty & Welch Electric Co., Inc., Assignor, Fall River Broadcasting Co., Inc., Assignee, for assignment of license of Station WSAR, Fall River, Mass.—Adopted an order advancing the hearing date, now scheduled for June 29, to June 15, 1944, in Docket No. 5902, and correcting the second issue.

KGKO—KGKO Broadcasting Co., Ft. Worth, Texas; WBAP, Carter Publications, Inc., Ft. Worth, Texas; WFAA, A. H.

Belo Corp., Dallas, Texas.—Designated for hearing joint petition requesting a finding that the multiple ownership rule (Sec. 3.35) is inapplicable to these stations; designated for hearing applications for renewal of licenses.

KSOO-KELO—Sioux Falls Broadcasting Assn., Inc., Sioux Falls, S. Dak.—Designated for hearing petition requesting a finding that the multiple ownership rule (Sec. 3.35) is inapplicable to stations KSOO and KELO; designated for hearing application for renewal of license of station KSOO. (Commissioner Craven not participating.)

WAIT—Radio Station WAIT, Chicago, Ill.—Designated for hearing petition for grant of regular license; designated for hearing application for renewal of license.

KOMO-KJR—Fisher's Blend Station, Inc., Seattle, Wash.—Denied petition for extension of licenses for such periods as may be necessary to enable petitioner to complete negotiations to comply with multiple ownership rule (Sec. 3.35); designated for hearing application for renewal of license of station KOMO.

WABI—Community Broadcasting Service, Bangor, Maine.—Granted continuance of hearing date for 30 days, to July 5, 1944, in re hearing on applications for renewal of license and for modification of construction permit. (Docket Nos. 6579 and 6580)

WEHS—WHFC, Inc., Chicago, Ill.—Granted 30-day extension of time to comply with procedural conditions attached to grant of construction permit for erection of new FM station.

Evangelistic Mission, Adrian, Mich.—Granted extension of authority to transmit programs from Pontiac, Mich., to Canadian Station CKLW, Windsor, Ontario, Canada.

KFVD—Standard Broadcasting Co., Los Angeles, Calif.; KPAS, Pacific Coast Broadcasting Co., Pasadena, Calif., and J. Frank Burke (stockholder).—Denied petition for postponement of effective date of multiple ownership rule 3.35, and designated for hearing renewal applications for stations KFVD and KPAS.

KXL—KXL Broadcasters, Portland, Ore.—Denied special service authorization to operate local sunset to 11:30 p. m. for the period ending October 1, 1944, in order to broadcast baseball games (B5-SSA-106).

APPLICATIONS FILED AT FCC

540 Kilocycles

KMBC—Midland Broadcasting Co., Kansas City, Mo.—Construction permit to change frequency from **980 kc.** to **540 kc.**, increase power from 5 KW to 50 KW, install new transmitter and vertical antenna and change transmitter location.

890 Kilocycles

NEW—Henderson Radio Corp., Henderson, N. C.—Construction permit for a new standard broadcast station to be operated on **890 kc.**, power of 250 watts and daytime hours of operation.

910 Kilocycles

WQAN—The Scranton Times (Copartnership), E. J. Lynett, Wm. R. Lynett, Elizabeth R. Lynett and Edward J. Lynett, Jr., Scranton, Pa.—Modification of license to changes name of licensee to The Scranton Times (Copartnership), Wm. R. Lynett, Elizabeth R. Lynett, Edward J. Lynett, Jr.

930 Kilocycles

WKY—WKY Radiophone Co., Oklahoma City, Okla.—Modification of construction permit (B3-P-3114 as modified), which authorized installation of directional antenna, move of transmitter and increase in power for extension of completion date from 7-20-44 to 1-20-45.

980 Kilocycles

WSIX—WSIX, Inc., Nashville, Tenn.—Voluntary assignment of license to Jack M. Draughon, Louis R. Draughon, d/b as WSIX Broadcasting Station.

1260 Kilocycles

WNAC—The Yankee Network, Inc., Boston, Mass.—License to cover construction permit (B1-P-3537) for move of auxiliary transmitter.

WNAC—The Yankee Network, Inc., Boston, Mass.—Authority to determine operating power of auxiliary transmitter by direct measurement of antenna power.

1400 Kilocycles

NEW—A. C. Neff, Savannah, Ga.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, 250 watts power and unlimited hours of operation.

1410 Kilocycles

WING—Great Trails Broadcasting Corp., Dayton, Ohio.—Construction permit to make changes in directional antenna system and move the transmitter.

1450 Kilocycles

NEW—Centennial Broadcasting Co., Portland, Maine.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

WROX—Robin Weaver, Sr., Clarksdale, Miss.—Authority to determine operating power by direct measurement of antenna power.

WROX—Robin Weaver, Sr., Clarksdale, Miss.—License to cover construction permit (B3-P-3557 as modified), which authorized construction of a new standard broadcast station.

KLBM—Ben E. Stone, La Grande, Oregon.—Voluntary assignment of license to Inland Radio, Inc.

FM APPLICATIONS

NEW—Florida Broadcasting Co., Jacksonville, Fla.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 11,700 square miles.

NEW—Peoria Broadcasting Co., Peoria, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48700 kc.** with coverage of 11,613.96 square miles.

NEW—The Hartford Times, Inc., Hartford, Conn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43700 kc.** with coverage of 21,900 square miles.

NEW—Worcester Telegram Publishing Co., Inc., Worcester, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 20,437 square miles.

TELEVISION APPLICATIONS

W2XMT—Metropolitan Television, Inc., New York, N. Y.—Modification of construction permit (B1-PVB-40 as modified), which authorized construction of a new experimental television broadcast station for extension of completion date from 6-30-44 to 12-31-44.

NEW—WEBR, Inc., Buffalo, N. Y.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).

NEW—Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Utah Broadcasting Co., Salt Lake City, Utah.—Construction permit for a new commercial television broadcasting station to be operated on Channel #2 (**60000-66000 kc.**).

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Eunice Mail Order House—A complaint has been issued charging Benjamin Rosenberg, trading as Eunice Mail Order House, 197 Division Street, New York, with making false and misleading representations concerning the condition, quality, fiber content and source of supply of certain new and previously used articles of wearing apparel he sells in interstate commerce. (5170)

Interstate Home Equipment Co., Inc., et al.—Two complaints have been issued in which the respondents are charged with use of unfair and deceptive acts and practices in connection with the sale of household articles, including silverware, mattresses, blankets and radios.

One complaint (5173) is directed against Interstate Home Equipment Co., Inc., 60 Franklin St., Providence, R. I., and its officers, Benjamin N. Kane, Sidney A. Kane, Irwin E. Kane, Reuben Lipson, Samuel Leven, and William G. Goldstein. In the second complaint (5174) the respondents are Consumers Home Equipment Co., 4805 Woodward Ave., Detroit, and its officers and directors, Avery B. Chereton, Harry H. Chereton, H. H. Gordon, E. Mallison, and Mrs. Hannah Chereton. (5173-5174)

National Dress Goods Co., 905 Washington Ave., St. Louis, is charged in a complaint with unfair and deceptive acts and practices in connection with the interstate sale of garments made in whole or in part of rayon. (5167)

Printwell Company—Misrepresentation of the quality and price of merchandise is alleged in a complaint issued against The Printwell Co., Chicago, and its officers, Maurice Willens, Max Willens and Irene Willens, engaged in the sale at retail of billfolds, fountain pens, name plates and identification tags. The respondent corporation and its officers also trade as U. S. Name-Plate Co., United States Name-Plate Co. and Nation-Wide Wholesalers. (5166)

Tailored Woman—A complaint has been issued charging Tailored Woman, 742 Fifth Avenue, New York, with misrepresenting the price and quality of certain fur garments it sold in interstate commerce. (5168)

Webster University, 121½ Luckie St., Atlanta, Ga., is charged in a complaint with misrepresentation of correspondence courses it sells in interstate commerce, and with misuse of the word "University" in its corporate name. (5171)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Columbia Mills, Inc., 225 Fifth Ave., New York, stipulated that in connection with the sale of window shades it will cease and desist from the use of any label, tag, advertisement or representation purporting to indicate the size or dimensions of any such product that does not clearly and definitely set forth the finished size, that is, the dimensions of the product as offered for sale; and in equally conspicuous type and in immediate connection therewith, the so-called cut size, that is, the dimensions of the fabric of which the product was made. (3845)

Richard Hudnut, a New York corporation located at 113 West 18th St., New York City, entered into a stipulation to cease and desist from the following representations in connection with the sale of a correspondence course in beauty culture designated "DuBarry Success Course". (3840)

Junior-Deb Coat & Suit Co., Inc., 512 Seventh Ave., New York, engaged in the sale of women's coats, stipulated that it will cease and desist from offering for sale or selling any garment containing or lined with used or worn fur, unless there is securely attached to the garment a label bearing full and nondeceptive disclosure of the fact that the fur content is not new but is used, worn, second-hand or has been made over. The stipulation provides that the label shall be attached to the garment on an exposed and conspicuous place with sufficient permanency to remain there in a plainly legible condition throughout the entire period of the garment's sale, resale and handling. (3842)

Lansburgh & Brother, operating a department store at Seventh and E Sts., N. W., Washington, D. C., entered into a stipulation to discontinue misrepresentation of furs and fur garments. (3842)

National Foods, Inc., et al.—Under separate stipulations entered into National Foods, Inc., 600 Second Ave., Pittsburgh (3831), and St. Louis Macaroni Manufacturing Co., Inc., 5123 Bischoff Ave., St. Louis (3832), agreed that in connection with the sale of macaroni, noodles and related food products they will discontinue use of the words "Plain Noodles" to designate such products when actually they contain egg or egg yolk or any other ingredient which is not an ingredient in plain noodles. The corporations also stipulate that they will discontinue using the words "Egg Noodles" or any statement such as "Made of Eggs" or "Made with Egg Yolks" which indicates that the product contains egg or egg yolk in such substantial quantity as to be properly and accurately designated or referred to as "Egg Noodles." (3831-3832)

Per-Mo Mothproof Company—A stipulation to discontinue certain misrepresentations in connection with the sale of insect and rat poison preparations has been entered into by Oscar S. Schaffer, trading as Per-Mo Mothproof Co., 3729 Virginia Ave., Kansas City, Mo. (3844)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Central States Supply Co.—An order to cease and desist from selling or otherwise disposing of merchandise by means of lottery methods has been issued against Rose Greenberg, trading as Central States Supply Co., 537 South Dearborn St., Chicago. The respondent is engaged in the interstate sale and distribution of fishing tackle, silverware, rifles, radios, cups and blankets, in connection with which, the Commission found, she furnishes devices and merchandising plans by means of which the merchandise is sold to ultimate purchasers wholly by lot or chance. (3845)

Commonwealth Training Institute, 120 Front St., Worcester, Mass., has been ordered to cease and desist from misrepresentations in the sale of correspondence courses of study intended to prepare students for various United States Civil Service examinations. (4880)

Haband Co., 680 Madison Ave., Paterson, N. J. (4790), and Clermont Cravat Co., Inc., 39 West 29th St., New York (4791), have been ordered to discontinue misrepresenting in any manner the fiber content or the method of manufacture of neckties they sell in interstate commerce. (4790-4791)

National Technical Institute, Virginia, Ill., has been ordered to cease and desist from misrepresentation of correspondence courses of instruction he sells in interstate commerce. He formerly traded as National Diesel Institute and offers courses of study in diesel engineering, air-conditioning, aeronautical engineering, electrical engineering and commercial training. (4789)

Valmor Products Company—An order to cease and desist from disseminating false advertisements concerning cosmetics and medicinal preparations has been issued against Morton G. Neumann, 2241 Indiana Avenue, Chicago, trading as Valmor Products Co., Famous Products Co., and Madam Jones Co. (4866)

FTC CASE DISMISSED

The Federal Trade Commission has dismissed its complaint charging Ever-Flo Company, formerly located at 1701 Rockwell Avenue, Cleveland, Ohio, with misrepresentation in the sale of a so-called antifreeze solution designated "Ever-Flo."

The complaint was dismissed because the respondent company's assets have been disposed of and its corporate charter has been dissolved.

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol 12, No. 24, June 16, 1944

NAB EXECUTIVES WAR CONFERENCE

The 22nd Annual Membership Meeting of NAB will be held this year in the form of a NAB Executives War Conference. The meeting will be held at the Palmer House in Chicago, August 28 to 31. Pursuant to the resolution of the NAB Board of Directors, only the personnel of NAB member stations and networks, and NAB associate member firms will be eligible to attend.

Due to restricted transportation facilities and hotel space the Board directed President Ryan to urge all stations to reduce to the minimum, consistent with their interest, the number of station personnel to be registered at the convention.

All hotel reservations at the Palmer House will be handled through a Housing Committee. Hotel reservation forms, as well as pre-registration forms, will be sent within the next ten days to all eligible to attend. Stations desiring reservations at the Palmer House are asked to withhold their requests until they receive these forms. While every effort will be made to accommodate each applicant with the type of room requested, the limitation of space above referred to will in some cases prevent full compliance.

The agenda of the convention will be devoted to discussion of those topics which relate directly to the role of radio in the war and its post-war possibilities. No recreational features of any kind are being planned. A tentative agenda of topics will be submitted some time in the near future so that stations may determine which of their personnel may contribute to, or be benefited by the discussions.

AFM WALKS OUT IN WJJD CASE

The hearing being conducted by the War Labor Board Panel appointed by the Regional Board of the Sixth Region to hear evidence in the dispute between Local AFM Union No. 10 and Radio Station WJJD (see NAB REPORTS, page 159) terminated suddenly when Union counsel walked out of the meeting. Just prior to their leave taking, Union counsel had made the following statement:

> "We are willing to go back to Mr. Atlass under the old agreement without signing a contract and we will work under that agreement until he gets out of there as manager and Marshall Field takes over the station. We will not sign a contract with him."

This statement apparently means that AFM Local 10 has withdrawn its demand made upon Mr. Atlass, WJJD Manager, for employment of AFM platter turners in his station. The station was recently sold to Marshall Field and the sale now awaits the approval of the FCC. Apparently the relations between AFM Local 10 and WJJD will remain in status quo until Mr. Field takes over.

BMI BOARD MEETING

The Board of Directors of Broadcast Music, Inc., met in New York on Tuesday (13). Pursuant to authority conferred by the stockholders three members were added to the Board. Those added are C. W. Myers, KOIN, Portland, Oregon; J. Leonard Reinsch, WSB, Atlanta, Georgia; and Robert Sweezey of the Blue Network, New York.

Walter J. Damm, WTMJ, Milwaukee, who was one of the original directors of BMI, resigned because of demands upon his time from other activities. To replace him upon the Board, Carl Haverlin, Director of Station Relations of MBS, was elected. These newly elected Directors will serve until the next meeting of the BMI stockholders, which is set for October 17.

NAB MEMBERSHIP

Some ten days ago President Harold Ryan addressed a personal letter to managers of all non-member stations, inviting them to affiliate with NAB. Thus far eight additional memberships have been received. This brings the NAB membership to 577 stations, 2 networks and 22 associate member firms, making a total membership, active and associate, of 601. This is another all-time high, but it can be higher yet and member stations are requested to urge their fellow broadcasters who are non-members to give the matter favorable consideration.

In this connection it may be pointed out that the Board of Directors at its recent meeting resolved to limit attendance at the NAB Executives War Conference, to be held in Chicago the latter part of August, to personnel from NAB members only. No non-members will be registered nor admitted to meetings.

READ TEXT OF NAB PRESENTATION TO PROPRIETARY ASSOCIATION

With this issue of the NAB REPORTS, the complete text is included of the presentation of the NAB Sales Managers Executive Committee to the Proprietary Association Advertising Clinic at the Hotel Biltmore in New York on May 16. Please take time to read this presentation because it is designed to represent the NAB conception of the mutual public responsibilities of the broadcasting and proprietary industries.

Transcriptions of the recorded portion of this presentation are available to NAB member stations at cost (estimated $5.00 to $7.50). Several stations have ordered a set of the three-part recording, but a few additional sets are still available. The transcriptions must *not* be broadcast and may be played only to NAB members, Proprietary Association members and their advertising agents. If you would like a set of the pressings, order from NAB headquarters in Washington.

NAB Reports

THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations:* Howard S. Frazier, *Director of Engineering:* Paul F. Peter, *Director of Research:* Arthur C. Stringer, *Director of Promotion.*

PROPRIETARY ASSOCIATION CODE OF ADVERTISING PRACTICES

Following the publication of Broadcast Advertising Bulletin No. 10 (part of the May 19 issue of the NAB REPORTS), listing the *new* provisions of the Code of Advertising Practices of the Proprietary Association of America, several NAB member stations have asked for the text of the complete code. Here is the history, as well as all of the provisions of that code:

Preamble

In 1934, several years before enactment of either the present Food, Drug and Cosmetic Act or the Wheeler-Lea Act, the Proprietary Association of America formulated a voluntary Code of Advertising Practices for the guidance of the industry. At the same time, the membership adopted an amendment to the Association's By-Laws which provided for the establishment of an advertising advisory service.

Upwards of 75,000 individual pieces of advertising copy have been submitted to the Association during the past decade. They have been examined for conformity with the letter and spirit of the Code, and appropriate suggestions and criticisms have been made whenever and wherever indicated.

In consequence of this service and of the recognition by the industry that its function is a public trust, the standards of advertising for proprietary preparations are higher than ever before. At the same time, the membership realizes that even standards change and that any code, if it is to have validity, must anticipate such changes.

Accordingly, the Code of Advertising Practices adopted in 1934 has now been revised; and it has been adopted by the Association not only as a guide to the membership but, more importantly, as an assurance that the public interest implicit in the manufacture of proprietary preparations will be increasingly protected.

The Code

1. Truth in advertising should apply both to the printed and spoken word and to illustrative treatment. Individual words should be carefully chosen not only with respect to one or more of their definitions in standard dictionaries, but also with respect to their meaning as commonly and generally understood by the public.
2. In addition to the truthfulness of individual sentences and paragraphs, the sequence in which they are employed or the emphasis, comparison or contrast involved, should be free of connotations and implications which are contrary to that of the individually truthful sentences and paragraphs.
3. Drawings, photographs, maps, plans, cartoons or other illustrations or designs should be in good taste, and should not distort or exaggerate facts as to size, appearance, effect or usage.
4. Advertising copy for proprietary medicines should not include testimonials unless they are honestly obtained, authorized only by actual bona-fide users of the product. Such testimonials should represent a truthful statement of actual use and experience with the product, and should include no statement either as fact or as opinion which is contrary to reasonable expectation in the use of the product under ordinary conditions.
5. Copy should be confined to the presentation of statements about the particular product advertised, its uses, results and advantages. Unfair, derogatory reflections upon other products should be avoided.
6. When advertising copy for proprietary medicines contains either the term "Guaranty" or an offer to refund money paid by the purchaser, the impression should not be conveyed that the product is guaranteed as a cure or as an adequate treatment for the conditions mentioned unless such is the fact.
7. Advertising copy for proprietary medicines should contain no statement which in its reasonable construction can be calculated to create fear or apprehension on the part of the reader or listener that he or she is suffering, or may without treatment suffer, from any serious ailment.
8. Advertising copy for proprietary medicines should contain no statements which may be construed as holding the product out for the prevention, cure or relief of serious diseases which require treatment by a physician.
9. Advertising copy for proprietary medicines should contain no reference to doctors, hospitals or nurses, whether American or foreign, unless such representations can be substantiated by independent evidence which can be produced if the manufacturer or advertiser is called upon to do so.
10. Advertising for proprietary medicines should omit prizes, competitions or other similar devices calculated to stimulate unnecessarily the purchase and use of medicine.
11. The proprietary article must be of such character as may reasonably be expected to bring about the results for which it is recommended. Statements on packages or elsewhere regarding composition and name of manufacturer or distributor must be in exact accordance with the facts. Statements regarding therapeutic effects must neither be obviously unreasonable nor demonstrably false.
12. The proprietary article must not be advertised or recommended as a cure for disease or conditions which are generally recognized as incurable by the use of a proprietary article.
13. The package, either as to its wrapper, label or accompanying literature, shall contain no statement in conflict with the misbranding provisions of the Federal Food, Drug and Cosmetic Act.

"RADIO WOMEN AT WHITE HOUSE"

Representing radio at the White House on June 14th were Dorothy Lewis, NAB Coordinator of Listener Activity, and Ruth Chilton, President of the Association of Women Directors. Mrs. Roosevelt called to this historic conference 200 outstanding women leaders from all parts of the country to discuss the inclusion of qualified women as United States delegates and members on international and national conferences and agencies. 75 major women's organizations, representing 20,000,000 persons, were present. The group was addressed by 6 women who have returned from recent key international conferences dealing with food problems—rehabilitation—education and labor. Mrs. Ogden Reid, Mrs. Ruth Bryan Rohde and G. Howland Shaw of the State Department also spoke on future opportunities in national and international policy-making. Part of the business of the conference was the assembling of a roster of qualified women to be included by the State Department in future events. Mrs. Lewis offered radio facilities to extend the scope of the deliberations to all women listeners.

Arrangements were also made to have the delegates make reports by radio to the local women in their several states and cities.

The following resolution passed by the Association of

Women Directors at their annual meeting was placed on the record of the meeting:

"Whereas, the role of women in world affairs is assuming increasing importance and

Whereas, radio has become the major means of communication between peoples; therefore be it

Resolved, that the Association of Women Directors of the National Association of Broadcasters extend their thanks to the International Council of Women for their vision and practical suggestions regarding international broadcasting and the relation of women to radio as issued at Edinburg in 1938, namely:

that women view broadcasting by women as of particular interest, that such broadcasts are of special value in raising the cultural level of women and in defending their rights, in combating social evils, and in promotion of peace,

that qualified women are urged to take active interest in all countries in broadcasting both through cooperation by women's organizations and also to widen the scope of women's activities by means of wireless,

that concerted effort be made to induce listeners to form groups to follow radio programming, and

that they send appreciation, suggestions or criticisms to proper authorities of wireless; and further be it

Resolved, that the Association of Women Directors of the National Association of Broadcasters dedicate themselves to these several purposes to the end that a just peace be made and freedom of the air maintained for and by all nations."

WILL SOLICIT COMPLAINTS AND SUGGESTIONS

At the end of the 5th War Loan campaign all broadcast stations will be asked to register suggestions for improvement in methods in handling the next war loan as well as to register any definite complaints regarding technique of the present campaign. This identical policy has been followed with success after previous drives for funds.

So far complaints have been relatively few. The one most frequently voiced, in advance of actual request, had to do with non-arrival and/or late arrival of live announcement copy. Investigation revealed that the apparent cause of delay or non-delivery was due to change in Treasury's previously announced method of distribution. Originally, the live announcements were to be mailed directly to all stations from Chicago on or about May 27. Instead, distribution was assumed by another agency. This necessitated shipment of the material from Chicago to Washington, thence to regional offices and lastly to stations.

Another complaint concerned the omission of the names of copyright owners of the various musical compositions used in transcribed programs. Such knowledge is needed to determine the proper payee in the case of sponsorship of Treasury recordings.

This information is now being prepared by the radio section of the War Finance Division. Upon receipt of the master copy it will be duplicated by NAB and mailed to all stations. In futute War Loan campaigns this information will appear on transcription labels, Treasury said.

WBIG TO ORIGINATE NETWORK SERIES

WBIG's all-soldier broadcast, "On the Beam," for the past nine months, 8:15-8:45 p.m., goes coast to coast over CBS on Saturday, July 8, 7:00-7:30 p.m. (EWT).

The show is presented by men of the AAF Overseas Replacement Depot, Greensboro, N. C. Until the network debut "On the Beam" will continue over WBIG at its customary time.

KRNT COLUMN IN 16 IOWA PAPERS

"Likely Listenin'" is the name of column of program promotion published weekly in 16 middle Iowa newspapers by KRNT, Des Moines.

Copy is set 9 inches deep on 2 columns with liberal use of column and half column cuts of local and CBS personalities. Seven or eight stories are included in each insertion. Station's promotion department prepares the copy.

The list of sixteen includes 7 daily and 9 weekly papers.

WWNC ISSUES NEWS PROGRAM SCHEDULE

A sizable segment of listeners served by WWNC, Asheville, N. C., is receiving the station's weekly schedule of station news and commentary. It's a twofold affair, which, it is suggested, should be kept near the radio for use by the entire family.

HAVENS PROVES DIPLOMACY

Wilbur M. Havens, president, WMBG, Richmond, Va., demonstrated outstanding qualifications of diplomacy on the night of the Democratic primary election in April.

He invited all candidates to the studio to participate in a "get together" and to meet the winners! Both winners and losers took part in an air program later in the evening. Novelty of the broadcast brought an avalanche of telephone and written congratulatory messages.

WROK PROMOTES NEWS BROADCASTS

Ten thousand calendar style news program schedules have been distributed by WROK, Rockford, in a promotion of its local and Blue Network news broadcasts.

Distribution was by direct mail, through service clubs and other organizations; hotels, restaurants and other traffic points.

WRRF PUBLISHES "AIR FAX"

"Air Fax" is the name of a monthly promotion piece published by WRRF, Washington, N. C. June issue was No. 3. According to W. R. Roberson, Jr., station manager, the four-pager is being well received.

It is published in the interest of advertisers and others who want to reach listeners in eastern Carolina.

WOPI OBSERVES 15TH ANNIVERSARY

Station WOPI, Bristol, Tennessee–Virginia, celebrated its 15th anniversary Thursday (15). Since establishment in 1929 the station has operated under the same management with W. A. Wilson, president and general manager; since August 25, 1940, WOPI has been affiliated with NBC.

The anniversary was observed without fanfare. In honor of the occasion, however, WOPI devoted all available radio time to the promotion of the 5th War Loan in cooperation with the Bristol Civilian Defense Council, which conducted a house-to-house war bond pledge canvass Thursday night.

Staff members and their families were guests of Mr. and Mrs. Wilson at a buffet supper.

GLENN HENRY LEAVES WPB

Effective June 15th, Glenn C. Henry, Chief of the Audio and Industrial Section of the Radio and Radar Division, War Production Board, has resigned to take a position with the Sound and Industrial Department of the Radio Corporation of America where he will be in charge of industrial sound with headquarters at Camden, New Jersey.

Mr. Henry has been with the War Production Board for two years during which time he has performed a variety of duties including the writing and administration of Limitation Orders L-183, L-265 and Preference Rating Order P-133. Most recently he has been responsible for coordinating and controlling production and distribution of industrial sound equipment.

Before coming to the War Production Board Mr. Henry was with the National Archives where for a period of seven years he served as Sound Engineer and Assistant Chief of the Division of Motion Pictures and Sound Recording.

Mr. Henry received his education at the University of Montana and at George Washington University in Washington, D. C.

Federal Communications Commission Docket

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, June 19th.

Federal Communications Commission Action

APPLICATIONS GRANTED

KWAL—Clarence Berger (Transferor), J. R. Binyon (Transferee), Silver Broadcasting Co. (Licensee), Wallace, Idaho—Granted consent to transfer of control of Silver Broadcasting Co., licensee of station KWAL, from Clarence Berger to J. R. Binyon, by transfer of 500 shares or 50% of issued and outstanding capital stock of licensee for a consideration of $500.00 (B5-TC-374).

KSRO—Ruth W. Finley, Executrix of the Estate of E. L. Finley (Assignor), Ruth W. Finley (Assignee), Santa Rosa, Calif.—Granted consent to voluntary assignment of license of station KSRO, from Ruth W. Finley, Executrix of the estate of E. L. Finley to Ruth W. Finley, individually (B5-AL-412).

KPPC—Pasadena Presbyterian Church, Pasadena, Calif.—Granted modification of license to change hours of operation from S-KFXM to specified hours (B5-ML-1192).

KROD—Dorrance D. Roderick, El Paso, Texas.—Granted renewal of license for station KROD, together with power of attorney to T. E. Roderick and Olga B. Roderick, to administer the affairs of Dorrance D. Roderick in connection with this station (B3-R-1064).

WWPG—Charles E. Davis (Transferor), Ajax Corp. (Transferee), Palm Beach Broadcasting Corp. (Licensee), Palm Beach, Fla.—Granted consent to relinquishment of control (Comr. Walker dissenting) of Palm Beach Broadcasting Corp., licensee of station WWPG, by Charles E. Davis, through the sale of 125 shares of common stock to Ajax Corp., for the sum of $12,500 in cash, and $17,500 plus accrued interest from date of agreement to date of transfer, for a 50% interest in a $35,000 mortgage secured by the physical assets of the licensee (B3-TC-378).

WMFM—The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.—Granted license for new auxiliary modulator unit (using modulator unit formerly licensed to FM station W9XAO) (B4-LH-37).

W9XER—Midland Broadcasting Co., Kansas City, Mo.—Granted modification of license to change from developmental broadcast to high frequency (FM) broadcast, with coverage of 6,700 square miles, and studio at Kansas City, Mo. (B4-MLH-4).

WCOP—Mass. Broadcasting Corp., Boston, Mass.—(Comr. Craven not participating).

KVI—Puget Sound Broadcasting Co., Inc., Tacoma, Wash.—Granted renewal of license for the period ending May 1, 1946.

WGAN—Portland Broadcasting System, Portland, Me.—Granted renewal of license for main and auxiliary transmitter for the period ending May 1, 1946.

KWBU—Baylor University and Carr P. Collins (Assignors), The Century Broadcasting Co. (Assignee), Corpus Christi, Texas.—Granted consent to assignment of construction permit (Comr. Durr dissenting) for station KWBU, from Baylor University and Carr P. Collins to Century Broadcasting Co., a newly organized corporation (B3-AP-37).

DESIGNATED FOR HEARING

WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Designated for hearing application for construction permit to install new transmitter, change frequency from **580** to **640 kc.**, and increase power from 5 to 50 KW (B2-P-3357).

WQAM—Miami Broadcasting Co., Miami, Fla.—Designated for hearing application for modification of license to use its auxiliary transmitter during nighttime hours of operation (B3-ML-1194).

MISCELLANEOUS

W6XLA—Television Productions, Inc., area of Los Angeles, Calif.—Granted license to cover construction permit for new experimental television relay station to be used with station W6XYZ, frequencies **204000-216000 kc.**, Channels 11 and 12; 100 watts (B5-LVB-46).

The following applications for new commercial television stations were placed in the pending file in accordance with Commission policy of February 23, 1944:

The Associated Broadcasters, Inc., San Francisco; Jacksonville Broadcasting Corp., Jacksonville, Fla.; King-Trendle Broadcasting Corp., Detroit; Loyola University, New Orleans; Radio Station WOW, Inc., Omaha, Neb.

The following applications for new FM broadcast stations were also placed in the pending file, in accordance with Commission policy of February 23, 1944:

Beer and Koehl, Ashland, Ohio; Blue Network Co., Inc., Chicago; The Crosley Corp., Cincinnati, Ohio; Fred Jones Broadcasting Co., Tulsa, Okla.; Hearst Radio, Inc., New York; Summit Radio Corp., Akron, Ohio; Tri-City Broadcasting Co., Davenport, Iowa; United Broadcasting Co., Columbus, Ohio; Radio Station WJOB, Hammond, Ind.; WTAR Radio Corp., Norfolk, Va.

Columbia Broadcasting System, Inc., Portable, area of New York City.—Granted construction permit for new relay broadcast station to be used with standard station WABC. (Action taken 5-31.)

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Denied petition pursuant to Order 84-B regarding multiple ownership, and designated for hearing application for renewal of license of station WORL and auxiliary.

Following oral argument, the Commission adopted as final, Proposed Findings of Fact and Conclusions, as amended (B-198), *granting* the application of KSJB, Jamestown Broadcasting Co., Inc., Jamestown, No. Dak., for modification of license to change the operating assignment from **1440 kc.**, 250 watts, unlimited time, to **600 kc.**, with power of 100 watts night, 250 watts day, conditionally.

APPLICATIONS FILED AT FCC

600 Kilocycles

WCAO—The Monumental Radio Co., Baltimore, Md.—Construction permit to move formerly licensed 1 KW transmitter to be used as an auxiliary with power of 1 KW, using directional antenna.

1220 Kilocycles

WGAR—WGAR Broadcasting Co., Cleveland, Ohio.—License to cover construction permit (B2-P-2692) which authorized change in frequency from **1480 kc.** to **1220 kc.**, increase power, changes in directional antenna and move transmitter.

WGAR—WGAR Broadcasting Co., Cleveland, Ohio.—Authority to determine operating power by direct measurement of antenna power.

1230 Kilocycles

NEW—Wm. R. Zinn, F. L. (Ted) Pruitt and Bruce Bartley, d/b as Bremerton Broadcast Company, Bremerton, Wash.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, with power of 250 watts and unlimited hours of operation.

WERC—Presque Isle Broadcasting Co., Erie, Penna.—Construction permit to change frequency from **1490 kc.** to **1230 kc.**

1240 Kilocycles

KIUL—Garden City Broadcasting Co. (Homer A. Ellison and Frank D. Conard), Garden City, Kans.—Construction permit to make changes in transmitting equipment and increase power from 100 watts to 250 watts. Amended: to change name of applicant to Frank D. Conard, tr/as Radio Station KIUL.

1270 Kilocycles

WXYZ—King-Trendle Broadcasting Corp., Detroit, Mich.—Construction permit to move auxiliary transmitter to site of main transmitter and operate with directional antenna night, with 1 KW power.

1300 Kilocycles

WOOD—King-Trendle Broadcasting Corp., Grand Rapids, Mich.—Construction permit to move formerly licensed 500-watt main transmitter to site of present main transmitter and operate same as an auxiliary with power of 500 watts, employing directional antenna at night.

1340 Kilocycles

NEW—Frank C. Carman, David S. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Idaho Broadcasting Co., Boise, Idaho.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, with power of 250 watts and unlimited hours of operation.

1400 Kilocycles

KORN—Nebraska Broadcasting Corp., Fremont, Nebr.—Acquisition of control of licensee corporation by Arthur Baldwin through purchase of 139 shares common stock from Lloyd C. Thomas, Earl J. Lee, S. S. Sidner, A. C. Sidner and H. A. Gunderson.

1450 Kilocycles

NEW—Augusta Broadcasting Co., Charleston, S. Car.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, with power of 250 watts and unlimited hours of operation.

1480 Kilocycles

WHOM-WBAC—New Jersey Broadcasting Corp., Jersey City, N. J.—Transfer of control of licensee corporation from Paul F. Harron, Joseph Lang, Margaret Harron and Helen R. Lang to Iowa Broadcasting Company—2,500 shares common—100%.

FM APPLICATIONS

NEW—Northside Broadcasting Corp., Louisville, Ky.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46300 kc.** with coverage of 8,665 square miles.

NEW—Miami Broadcasting Co., Miami, Fla.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.** with coverage of 3,630 square miles.

NEW—Voice of Alabama, Inc., Birmingham, Ala.—Construction permit for a new high frequency (FM) Broadcast station to be operated on **44700 kc.** with coverage of 17,200 square miles.

NEW—Worcester Telegram Publishing Co., Boston, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45300 kc.** with coverage of 7,000 square miles.

W9XLA—KLZ Broadcasting Co., Denver, Colo.—Construction permit to change class of station from experimental high frequency to temporary Class 2 experimental high frequency broadcast station, change frequency from **25400 kc.** to **43500 kc.** or any frequency selected by the Commission, change power from 100 watts to 1 KW and install new transmitter, and change emission from A3 to special.

NEW—Agricultural Broadcasting Co., Chicago, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 10,624 square miles.

NEW—Arthur Malcolm McGregor, Dorothy Charlotte McGregor and Hugh L. Gately, d/b as Radio Station WJBC, Bloomington, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45300 kc.** with coverage of 6,660 square miles.

WDUL—Head of the Lakes Broadcasting Co., Superior, Wis.—License to cover construction permit (B4-PH-74) which authorized construction of a new high frequency (FM) broadcast station.

NEW—WRAK, Inc., Williamsport, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47700 kc.** with coverage of 11,675 square miles.

NEW—L. B. Wilson, Inc., Cincinnati, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45900 kc.** with coverage of 13,700 square miles.

NEW—New Jersey Broadcasting Corp., Newark, N. J.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49100 kc.** with coverage of 6,200 square miles. Amended: to change type of transmitter.

NEW—The Outlet Co., Providence, R. I.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48500 kc.** with coverage of 7,520 square miles. Amended: to change coverage to 6,412 square miles, change type of transmitter and change transmitter site.

TELEVISION APPLICATIONS

NEW—WJR, The Goodwill Station, Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 (**96000-102000 kc.**).

NEW—The Jam Handy Organization, Inc., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).

NEW—WFIL Broadcasting Co., Philadelphia, Pa.—Construction permit for a new commercial television broadcast station to be operated on Channel #7 (**102000-108000 kc.**).

MISCELLANEOUS APPLICATIONS

WELD—WBNS, Inc., Columbus, Ohio.—License to use the transmitter formerly licensed to experimental high frequency broadcast station W8XVH as an auxiliary transmitter using power of 250 watts.

WABG—Memphis Publishing Co., area of Memphis, Tenn.—License to cover construction permit (B3-PRY-295) which authorized changes in equipment and increase in power of relay broadcast station.

KRHP—Houston Printing Corp., area of Houston, Texas.—License to cover construction permit (B3-PRY-274) which authorized construction of a new relay broadcast station.

NEW—Associated Broadcasting Corp., Grand Rapids, Mich.—Authority to transmit programs from Grand Rapids, Michigan, to station CKLW, Windsor, Ontario, Canada.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Coatcraft, Inc., 1208 Race St., Philadelphia, manufacturer of clothing and other garments, is charged in a complaint with misrepresenting the fiber content of some of its products and with misbranding others in violation of the Wool Products Labeling Act. (5175)

Grocery Distributors Association of Northern California, 420 Market St., San Francisco, and its officers and member wholesalers are charged in a complaint with participating in the fixing and maintaining of retail prices for food and grocery products, and with conspiring to prevent certain retail grocers from purchasing their requirements direct from manufacturers. (5177)

Holeproof Hosiery Company, Milwaukee, is charged in a complaint with misrepresenting that the women's hosiery it sells in interstate commerce is "snag-resistant," "non-run," and made by a "Beauty Lock" finishing process which is not used by other manufacturers. (5169)

John B. Stetson Co., Philadelphia, which, by volume of sales, is the largest manufacturer and distributor of men's hats in the United States, is charged in a complaint with violation of the Robinson-Patman Act by granting discriminatory discounts and promotional and advertising allowances to its favored dealers, and withholding such discounts and allowances from competing customers. (5172)

Rigid Steel Conduit Assn.—An order prohibiting a price-fixing and restraint-of-trade conspiracy in the interstate sale of rigid steel conduit has been issued against a group of manufacturers and sellers of the product; the Rigid Steel Conduit Association, which formerly had offices in New York City; the National Electrical Wholesalers Association, New York City, and the officers and directors of both associations. (4452)

Benjamin D. Ritholz, et al.—Six individuals who operate optical stores in various cities throughout the United States are charged in a complaint with disseminating advertisements which falsely represent, among other things, that eyeglasses they sell at so-called "reduced" prices will correct defective vision in all cases, and which advertisements fail to reveal the harmful effects that may result from the wearing of such glasses.

The respondents are Benjamin D. Ritholz, Morris I. Ritholz, Samuel J. Ritholz, Sylvia Ritholz, Fannie Ritholz and Sophie Ritholz, who trade as National Optical Stores Co., Dr. Ritholz Optical Co. and Midwest Scientific Co., and have their principal place of business at 1148 West Chicago Ave., Chicago. They operate branch stores in various cities including Detroit and Lansing, Mich.; Cleveland and Akron, Ohio; Indianapolis, Gary, South Bend and Evansville, Ind.; Nashville, Memphis, Knoxville and Chattanooga, Tenn., and Atlanta, Ga. (5176)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Dorland International Inc.—An order has been issued directing Trans-Pac Services, Inc., 233 West 14th St., New York, and Dorland International, Inc., RCA Bldg., Rockefeller Center, New York, to discontinue false advertisements concerning the therapeutic properties of a medicinal preparation designated as "OCA Pink Ovels" and 'OCA." Trans-Pac Services, Inc., sells the product in interstate commerce and Dorland International, an advertising agency, aided in the preparation and dissemination of Spanish language advertisements which represented the product as being an adequate and harmless treatment for colds and their complications. (5039)

Indian River Fruit & Vegetable Distributors, Inc., Vero Beach, Fla., and its president, Frank C. Spadaro, have been ordered to cease and desist from representing that citrus fruits which they sell in interstate commerce are grown in the Indian River district of Florida. This section of the State is known for a distinctive type of soil which many persons believe produces citrus fruit of superior flavor and quality. (4730)

Stacy Williams Co., Inc.—An order prohibiting violation of the brokerage section of the Robinson-Patman Act in connection with interstate purchases of steel and glass containers, including tin cans and bottles, and various other commodities, has been entered against Stacy Williams Co., Inc., and Bennett Brokerage Co., Inc., both of 221 Fourth Avenue, North, Birmingham, Alabama, and the presidents of the respective corporations, Stacy Williams and Claude Bennett. (5087)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Edelman Drug Co., Sheridan, Wyoming, has entered into a stipulation to discontinue representing that his drug product known as "Trim Tablets" is safe for use, reduces body weight or enables one to regain normal weight. (03221)

Eugenie-Roger, 512 Fifth Avenue, New York, stipulated that they will cease and desist from advertising that the preparation they sell under the names "No. 625," "625 Lotion Base" and "No. 625 Astringent Lotion Base" has any effect in reducing body weight or the measurement of any part of the body to which it is applied. (03218)

Interstate Laboratories, Inc., 411 West Market St., Louisville, Ky., entered into a stipulation to cease and desist from making representations concerning medicinal preparations it sells in interstate commerce. (03220)

Jesse McDaniel—In connection with the sale of a drug preparation designated "Sal-Vi," Jesse McDaniel, trading as Jesse McDaniel, Pharmacist, 939 East Euclid Avenue, Detroit, stipulated that he will discontinue representing that the product will relieve or cure rheumatism or prevent or cure pains in the back, legs, muscles, or joints, or rheumatic or gas pains. (03219)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol 12, No. 25, June 23, 1944

An Open Letter to Young & Rubicam, Inc.

NAB Urges Agency to Place WAC Advertising Exclusively in Radio During 1944-45

For the past five years, the Department of Broadcast Advertising (formerly the Bureau of Radio Advertising) has sought constantly and constructively to increase the understanding and use of broadcast advertising by national, regional and local advertisers. During the last three years, the War and Navy Departments and the Maritime Commission have become extensive national advertisers. But NAB has not solicited their use of radio on a commercial basis.

In the spring of 1941, the Executive Committee of the NAB Board of Directors expressed opposition to the purchase of time by defense agencies. Prior to and since that decision, radio has given freely and fully of its facilities to all government programs of war information—without thought of compensation.

But on June 3, 1943, the Board, while reaffirming its opposition to the use of government funds for paid advertising, took the position that if such funds became available, there should "be no discrimination between the press and radio or any other medium of communication." By that time it was too late to influence plans for WAC recruitment advertising during the 1943-44 fiscal year.

With the announcement that Young & Rubicam, Inc., had been reappointed to handle WAC advertising for the coming fiscal year, Lewis H. Avery, NAB Director of Broadcast Advertising, addressed the following letter to Sigurd S. Larmon, President of the agency, on Tuesday, June 20. As this issue of the NAB REPORTS goes to press (10:00 p. m., Thursday, June 22) there has been no reply to the suggestion emphasized in the letter. At the same time, the original of the letter was mailed to Mr. Larmon, a carbon copy was dispatched to Lieutenant Colonel John F. Johns, Chief of the Planning Branch, War Department Planning Board.

OPEN LETTER

The advertising trade press, under a Washington dateline, carries the news that you have again been selected to create, produce and place the WAC recruitment advertising for the fiscal year beginning July 1. That's an achievement of which you can be justly proud. Particularly so when it is reported that sixteen agencies bid for the account, among thirty-seven asked to make presentations. Congratulations!

There was just one disconcerting note about the announcement, as it appeared in the June 19 issue of *Advertising Age:*

"Recently WAC enlistments have been boosted from an average of 3700 to 4300 a month, and current WAC strength is about 80,000. This figure, however, is only 40% of the authorized WAC complement of 200,000 by July 1, 1945."

In other words, gentlemen, from the standpoint of sales, the results leave something to be desired.

Elsewhere in the story referred to, recounting the fact that you have handled the account during the present fiscal year, appears this statement "Expenditures on it, entirely in newspapers, in this period have been about $1,500,000."

Probably you've guessed the moral—why not try radio in the coming fiscal year? Not just here and there—but everywhere. Not just part of the appropriation—but all of it!

Perhaps you haven't done this because you heard that radio stations were opposed to the use of government funds for the purchase of radio time and talent. That was true in the spring of 1941. At that time the Executive Committee of the Board of Directors of the National Association of Broadcasters "resolved . . . that the purchase of time by defense agencies might tend to restrict rather than enhance the most effective utilization of broadcasting during the present emergency . . . (and) reaffirmed the industry's desire to continue its present

(Continued on page 204)

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

OPEN LETTER

(Continued from page 203)

practice of making its facilities available at no cost to Government . . ."

But war came on December 7, 1941, and unforeseen circumstances created new situations. Senator John H. Bankhead, II, introduced a bill to buy government newspaper advertising. After discussing the merits and demerits of the proposal at its meeting on June 3, 1943, the NAB Board of Directors reaffirmed its opposition to the use of government funds for advertising but took "the position that if Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other medium of communication . . ."

Consistent with this policy, and since no part of the WAC advertising appropriations for the fiscal years of 1942-43 and 1943-44 was devoted to radio, we urge that the entire appropriation for the coming fiscal year be devoted to this medium.

That doesn't mean that all radio stations will accept money for the promotion of WAC recruitment. Many large and important radio stations, for reasons best known to themselves, will prefer to continue to provide such service without cost and to the best of their exceptional abilities.

But they, and the balance of the 875 commercial radio stations that accept WAC advertising, can make this year's campaign an outstanding success. They can push the drive a long way toward 200,000 enlistments—if not actually attain the goal.

I can almost hear you ask: "But haven't the radio stations been contributing announcements and programs in support of this vital war campaign?" Indeed they have—without thought of compensation. Only three or four (out of 875) have written to gripe mildly about the discrimination against radio.

The radio stations of America have done everything they have been asked to do to promote WAC enlistments. And they have done a great deal more, too. Each month more than 400 radio stations file reports with NAB, listing their voluntary co-operation with various government programs of war information. Here is a summary of the support given the WAC recruitment campaign during the first quarter of 1944 (the latest period for which we have accurate figures):

Spot Announcements	27,610
5-Minute Programs	140
10-Minute Programs	250
15-Minute Programs	2,630
30-Minute Programs	120

Why do we believe that a concentration of this campaign over the radio would achieve the goal of the War Department? Because that is the kind of record radio has established in recruitment campaigns in this war. Here are a few facts, taken from a speech delivered in New York on May 27, 1943, by Chester J. LaRoche, former Chairman of your Board of Directors:

Candidates for Marine Officers schools jumped 40 per cent after two weeks on the Network Allocation Plan, June 8 through 21.

The appeal for Glider Pilots was on the Network Allocation Plan for two weeks from July 6 to 20. Up to this time all efforts to recruit glider pilots had failed because the boys wanted to fly motorized planes. At the end of this two-week period, however, 30,000 glider pilots had been turned up, and every CAA school in the country packed to capacity.

Coast Guard after a three-week campaign, from July 20 to August 10, increased the number of applications being received for Reserve Officers training at least 40 per cent.

The need for Army-Navy Nurses ran for three weeks, from July 27 to August 17. The Army and Navy were calling for 3,000 nurses a month, and it looked as if the pool might soon be exhausted unless new volunteers were secured. At the conclusion of the drive, volunteers were already coming in at 50 per cent above the pre-drive rate. Several weeks after the conclusion of the drive, the number jumped to well over 100 per cent—and in many communities as high as 250 per cent above the pre-drive rate.

Signal Corps drive, August 10 through 23, upped recruits over 800 per cent.

The appeal for Army Specialists ran on the Network Plan from October 5 to 19, and on the Baseball Allocation Plan from September 21 to October 5. By mid-October quotas for these mechanics for three branches of the Army were passed. This was considered a particular achievement, in view of the enormous pressure from industry for this type of skilled technical personnel.

A drive for Non-Combat Pilots was carried for one week on the Network Plan, beginning November 2. The CAA hoped for 50,000 returns; at the end of the 7-day period a total of 104,000 inquiries was assured.

What's more, you could and would do an outstanding job for the WAC in radio. You are in the forefront of the advertising agencies that have applied the unique possibilities of broadcast advertising to the sale of ideas.

But, if we may be pardoned for presuming on your judgment, this is not the kind of problem that one or two or even three network programs will solve. We believe it starts and ends in the so-called "grass roots" of American life. We believe every radio station in the United States should receive an appropriate share of the budget.

That's why, gentlemen, we ask not for $500,000, nor for $1,000,000—but for $1,500,000 (or whatever the appropriation may be). We'll stand by the job radio does in this vital phase of the prosecution of the war.

May we hear from you?

Cordially yours,

Lewis H. Avery,
Director of Broadcast Advertising.

NAB COMMENTS ON PROPOSED ELECTRICAL TRANSCRIPTION RULE

NAB has filed official comments with the Federal Communications Commission respecting the proposed Order No. 120 concerning the identification of electrical transcriptions. In a letter addressed to Mr. Slowie, Secretary of the Commission, Robert T. Bartley, NAB Director of War Activities, made the following comments:

"The National Association of Broadcasters desires to express to the Federal Communications Commission its appreciation for the consideration being given to a revision of Rule 3.407, and to endorse the objective of eliminating insofar as it is consistent with the public interest, repeated announcements such as 'this is a recording', 'this is a transcribed program', 'the following comes to you by electrical transcription', etc., etc.

"We subscribe to the principle that delayed programs in which the element of time is of special significance should be presented in such a manner and with such announcements as will inform listeners adequately of the circumstances.

"We subscribe to the principle that broadcasters should make no affirmative attempt to create the impression that a recorded program consists of live talent.

"We believe that these two circumstances are the only ones under which it is necessary to announce recorded or transcribed programs and announcements as such. Audience studies have conclusively shown that listeners are not concerned with whether an announcement or a program is 'live', 'recorded', or 'transcribed.'

"We therefore strongly recommend the deletion of the last sentence of the proposed amendment which reads as follows:

> 'At least once every hour the licensee shall announce which of the programs other than those specified in subsection (a) presented during the previous hours were broadcast by means of mechanical records.'

for the following reasons:

"(1) There appears to be no public demand or necessity for such a requirement.

"(2) Compliance would defeat the objective of eliminating unnecessary announcements.

"(3) Compliance would require an unwieldy and irritating announcement which would be heard only by the listeners tuned in at the exact time the announcement is made, who would be to some extent at least, different listeners from those who heard the recording.

"(4) The provision would in effect require free commercials as it would be necessary to repeat the name of the sponsor in order to identify the transcription, whereas such would not be the case in the event of a live commercial announcement.

"The attention of the Commission is respectfully called to the requirement in Rule 3.404, that

> 'If a mechanical record is used, the entry shall show the exact nature thereof, such as "record", "transcription", etc., *and the time it is announced as a mechanical record.*'

"Revision of this regulation to accord with the revision of Rule 3.407 should be effected simultaneously."

INDUSTRY RECEIVES SIGNAL CORPS CERTIFICATE OF APPRECIATION

(As released by NAB News Bureau)

Washington, D. C., June 22: The radio industry has been awarded a certificate of appreciation by the War Department, the National Association of Broadcasters announced today.

Notification of the award came from Major General H. C. Ingles, Chief Signal Officer, who cited radio's excellent cooperation and patriotic service in the present world-wide conflict.

General Ingles pointed out radio's service in the recruitment of valuable personnel for technical training which materially aided the signal corps in its gigantic task of furnishing to the United States Army the world's greatest military communications system.

Arrangements are being made for formal presentation of the award.

BOY SCOUTS THANK NAB

In a letter addressed to NAB, Elbert K. Fretwell, Chief Scout Executive of the Boy Scouts of America, advises that at the recent 34th annual meeting of the National Council attended by 933 Scouters representing Local Councils throughout the United States, a resolution was passed expressing the appreciation of the Boy Scouts of America for the effective assistance given in enabling scouts to reach increasing numbers of boys.

Mr. Fretwell says, "It is with great personal pleasure, therefore, that I convey these greetings to you and your co-workers. We feel that we could not accomplish our primary objective of character building and citizenship training without the generous and intelligent support so cheerfully given by the National Association of Broadcasters."

Assurance has been given Mr. Fretwell of the continuing support of broadcasters in the Boy Scout activity.

RADIO PRAISED FOR D-DAY

Mrs. J. D. Robinson, the North Carolina chairman of the General Federation of Women's Clubs, has sent NAB a statement regarding the manner in which radio handled the D-Day news. She says:

"I was so proud of Radio's contribution to the world on D-Day. It was magnificent and I just wished for the use of this wonderful agent for a few minutes and the gift of words to express to them and the public my heartfelt thanks for all that the American broadcasters brought into our homes. I know of no other industry that could or would have been so generous as Radio. I am grateful, too, for what radio is doing in giving largely of its time to the Fifth War Loan Drive."

TO SPEED REPORT OF INDUSTRY HELP IN WAR BOND DRIVE

A "Report to the Nation" of the total efforts the broadcast industry will have put behind the 5th War Loan campaign will be released soon after the close of the drive.

To speed the receipt of information from individual broadcasters NAB is asking that the report of each station's assistance, for the period ending June 30, be mailed on July 1, via air mail when station is located west of Chicago.

On July 1 stations will be mailed a second form to report their assistance from July 1 to 7, inclusive.

The first form covering June activities was mailed to West Coast stations on Thursday and to other stations west of Chicago today (23). It will go to remaining stations next Monday.

The plan is to have June information processed by NAB research department by the time July data begins to arrive.

FCC APPROVES A. T. & T. TEST IN 12 BANDS

The Federal Communications Commission, on Tuesday (20), granted the American Telephone and Telegraph Company conditional grants for construction permits for two experimental (Class 2) radio stations to be located in New York and Boston. These cities are to be terminal points of a proposed wide-band, point-to-point radio repeater circuit capable of relaying telegraph and telephone communications, frequency modulation, facsimile or television broadcasting.

The Commission authorized the use by the AT&T of 12 bands of frequencies (each ranging from 11 to 23 megacycles in width) in the ultra and super-high frequency range. This is a departure from the Commission's usual practice of authorizing specific frequencies rather than bands of frequencies.

The stations were authorized for unlimited time operation, with power of 10 watts, in the following frequency bands:

1,914,040 kc to 1,925,960 kc inclusive
1,974,010 kc to 1,985,990 kc inclusive
2,193,900 kc to 2,206,100 kc inclusive
2,253,870 kc to 2,266,130 kc inclusive
3,993,000 kc to 4,007,000 kc inclusive

4,052,970 kc to 4,067,030 kc inclusive
4,292,850 kc to 4,307,150 kc inclusive
4,352,820 kc to 4,367,180 kc inclusive
11,489,250 kc to 11,510,750 kc inclusive
11,689,150 kc to 11,710,850 kc inclusive
12,288,850 kc to 12,311,150 kc inclusive
12,488,750 kc to 12,511,250 kc inclusive

WAR MATERIAL AVAILABLE

Alan Green, Chairman of the Committee on Speeches and Speakers of the Writers' War Board, advises that a new catalog containing many new speeches dealing with the war is available. It may be procured by writing to the Writers' War Board, 122 East 42nd Street, New York 17. Continuity writers dealing with topics of this nature will find the material quite helpful.

RADIO PAYS TRIBUTE TO THE Y.M.C.A. CENTENNIAL

One of the greatest tributes paid through radio to a national organization took place during the Centennial celebration of the YMCA on June 6th. During that week, over 50 network shows gave generously of their time. Some 2,000 spot announcements for use by local YMCA leaders were released as well as special material sent to women commentators of the NAB Association of Women Directors. Eight centennial transcriptions were used widely. San Francisco alone arranged for time on fifty sponsored shows. It is estimated that hardly a radio listener in the United States was not exposed to some informational, inspirational material on the YMCA. Fred Allen, Bob Hope, Kate Smith, Fred Waring, Vic & Sade were some of the radio's personalities who plugged for the "Y." Archbishop Canterbury and Ambassador Winant broadcast over CBS and BBC networks. The World Premiere of the New Youth Symphony by Morton Gould was played by the United States Rubber Co. Philharmonic Symphony. Entirely responsible for this promotion was Miss Henriette Harrison, a good friend to radio, persona grata to network and local broadcasters alike. Her years of experience as a commercial broadcaster have ably fitted her for the responsible post she now holds as Radio Director of the National YMCA.

LAST CALL FOR "WAR CONSCIOUS COPY"

In response to a NAB request, stations have been sending sample scripts, announcements, etc. (of their own preparation—not OWI) reflecting the station's own initiative in promoting the war effort throughout each day's schedule.

This copy, which has been called "War Conscious Copy," is to be bound into a permanent record of the industry's war contribution.

Program departments which have not yet selected samples for their files are requested to do so now and mail them to Arthur Stringer, Secretary, NAB War Committee, 1760 N St., N. W., Washington 6, D. C.

WTAG SHOW PRODUCES $2,156,000 BOND SALES

Ringing up $2,156,000 in bond sales, the All-Service Revue, "Direct Hit," brought to Worcester by WTAG to open the 5th War Loan, broke all seated attendance records at the Municipal Auditorium. Thousands were turned away after 4,000 had jammed the hall for each of two performances, June 13 and 14. Tickets were all by bond-purchase.

Headed by Sgt. Gene Autry, AAF; Comdr. Jack Dempsey, USCG; and Walter O'Keefe, radio and stage star, show is first all-service one in history, utilizing male and female talent from all four service branches.

ACKNOWLEDGMENT OF REPORTS TO BE DELAYED

Acknowledgment to many stations of the receipt of War Effort Broadcast reports for the month of May will be delayed until the mailing of July forms. All stations reporting after 12:01 p. m. on June 21 are the ones involved.

Early closing at NAB was due to necessity of mailing the June form along with the special 5th War Loan reporting form.

May reports were received from the following stations a few hours after the stencils were run off:

KECA, Los Angeles
KFI, Los Angeles
KMMJ, Grand Island
KORE, Eugene
KYW, Philadelphia
WBCC, Salisbury
WCAL, Northfield
WJZ, New York City
WTAG, Worcester
Blue Network

WLS, Chicago, and WRNL, Richmond, reports for April were also received.

WILEY HARRIS, WJDX, SCORES 100% AS DISTRICT PUBLIC RELATIONS CHAIRMAN

Wiley P. Harris, manager of WJDX, Jackson, Mississippi, this week signed up the last manager on his list in a declaration of personal responsibility for station public relations. This gives Harris a score of 100% in NAB District 6. It further indicates that every NAB station in District 6 has provided Harris and Willard D. Egolf, NAB Director of Public Relations, with a bona fide station contact on public relations matters, either local or national.

Harris is the first District Public Relations Chairman to reach the 100% goal. Campaign for signatures began last fall, however Harris took the job in his district only last February.

DUANE TUCKER WINS KTSW AWARD

Duane E. Tucker is the 1944 winner of Radio Station KTSW's Summer Radio Institute Award.

Mr. Tucker is the first winner in KTSW's newly established annual award to some Teachers College Student on the basis of interest in radio as a vocation, outstanding ability in any of the many radio fields, and definite promise of future contributions to the profession. The 1944 winner has elected to attend the Summer Radio Institute at Stanford University beginning July 10. His application has been accepted.

After being graduated from the Great Bend, Kansas, high school in 1941, Duane Tucker enrolled in the Teachers College. In college dramatics he has held featured roles in such productions as "The American Way," "Eve of St. Mark," and "Papa Is All." His first experience in radio was as announcer on college produced programs. During the past year he has handled a full time announcing schedule at KTSW in addition to his college studies.

HILLBILLYY RECRUITS WAR LABOR OVER KWKH

When many well-planned, consistent campaigns in various media failed to relieve the manpower shortage for a large war-production plant, they listened to a presentation by KWKH calling for five quarter hours per week, for a limited time, featuring Harmie Smith, "The Ozark Mountaineer."

Smith, favorite of thousands in the East-Texas, North-Louisiana and South-Arkansas area, began his "recruiting" campaign on Monday, May 8.

In two weeks 501 replies had been received. Many more applications were filed with the USES and the plant itself.

KWKH headlined the story in its June issue of "On the Level," KWKH-KTBS station sheet.

RADIO FACILITIES AND ACTIVITIES SURVEYED IN NEW JERSEY SCHOOLS

Mrs. Dorothy Lewis, Coordinator of Listener Activity, of the National Association of Broadcasters, has received the final report from the Radio Education Committee of the New Jersey Radio Council, which was undertaken in cooperation with the Department of Public Instruction, Mr. Charles W. Hamilton, Assistant in Secondary Education.

Immediately following its organization in September 1943, the Education Committee of the Radio Council of New Jersey decided that its first job was to find out exactly what the use of radio is at the present time in New Jersey junior and senior high schools. A questionnaire was sent to every secondary school *building* in New Jersey through the cooperation of the State Department of Public Instruction. Out of a state total of 273 schools, 254 returned the questionnaire and the following tabulation is based on this return of 93%. It is emphasized that all these figures refer to school *buildings*, not to town or city school systems.

Question 1. What radio receiving equipment is available?

a. Stationary radios *134*
b. Portable radios *187*

The stationary ones were located primarily in the auditorium and music room although a few were in classrooms and the school office. Note that three school buildings claim ten portable radios each, while twenty-six schools have three each, seventy-eight have two and the rest only one.

Question 2. What equipment is available for reproducing sound?

a. Record-players for home-type records,
Portable *200*
Non-Portable *105*

Location of Non-Portables

Music Room	*39*	Gym	*17*
Auditorium	*24*	Office	*10*

One school reported eleven record players and another school had ten. Obviously classroom use, except for music, is sadly lacking.

b. Record-players for commercial or professional transcriptions (16 inch diameter, played at slow speed of 33⅓ r.p.m.)
Portable *64*
Non-Portable *29*

It is highly desirable for best results for a school to own reproducing apparatus which plays both 78 and 33⅓ r.p.m. discs. Only 93 schools have record players capable of reproducing 33⅓ r.p.m. material, whereas this type is educationally of very great importance.

Question 3. Does the school building have a built-in public address system?

Yes *64*
No *190*

a. Where located:		b. How used:	
Auditorium	*27*	Aud. Programs	*37*
Office	*27*	Notices	*27*
Gymnasium	*5*	Recreational	*24*
Elsewhere	*5*	Curricular	*13*

Unquestionably, there is a very decided lack of adaptation to what is undoubtedly the primary business of the school, that is, curricular.

Question 4. Does building have portable public address system?

Yes *141*
No *113*

If yes, how is it used?

Auditorium	*103*
Recreational	*98*
Curricular	*46*
Radio Techniques	*9*

When one realizes the very great interest of all secondary school pupils in radio speaking, script writing, and production devices, it is an inescapable conclusion that the schools have not used radio equipment to *teach radio.*

Question 5. Does the building have equipment to make recordings?

Yes *56*
No *198*

If yes, state use made of it?

Speech training	*32*
Music	*22*
Special Recordings	*16*

Included in this number of replies is the very small percentage that said this kind of equipment was used to take "public domain" radio programs off the air and preserve them in the school library for future instructional use. It should be noted that the library of a school might well contain the voices of world figures, of radio commentators, and the actual sound of world history in the making, all of which can easily be obtained off the air at a comparatively small expense. Schools should be certain to record only "public domain" broadcasts, unless special permission is obtained.

Question 6. Have pupils participated in radio programs?

a. Actually on the air
Yes *125*
No *129*

Pupils from New Jersey secondary schools have been on every New Jersey radio station and on many in Pennsylvania and New York. A complete list of the number of schools that have been on a number of various radio stations in this area is listed below:

b. Mock broadcasts within school
Yes *198*
No *156*

WAAT	38	WPAT	6	WABC	5	WHBI	4	WBAB	2
WOR	14	WCAP	6	WOV	4	WEST	3	WFIL	2
WTTM	8	WSNJ	6	WAWZ	5	WFPG	3	WHOM	1
WTNJ	6	WEAF	5	WIP	4	WCAU	3	WMCA	1
WCAM	7	WJZ	5	WNYC	4	WNEW	2	WBRB	1

Question 7. Do you have a radio club?

Yes *53*
No *201*

When it is realized that the pupils on leaving school will listen to the radio more than they will do anything else except work and sleep, it does not seem unreasonable that in the extra-curricular program at least some place might well be found for activities that will give an increased discrimination and appreciation in respect to radio programs.

Question 8. Do you use records? If so, how?

	English classes	Music classes	Other classes
Yes	176	239	197
No	78	15	57

The other activities listed in addition to music and English included such diverse uses as typewriting practice, dancing, and language work. In this tabulation, it seems noteworthy that 78 secondary schools in New Jersey have not taken advantage of, for example, the Shakespearean recordings by great artists, and that *15* New Jersey secondary schools claim to be able to teach music without the use of records.

Question 9. Is listening to radio programs a part of class or extra-curricular activity?

a. In English, Music or other classes

Yes	*110*
No	*113*
Rarely	*16*
National Events	*15*

b. Outside of school time

Yes	*79*
No	*159*
Rarely	*16*

The implications of these answers are surprising for the suggestion is inescapable that the majority of New Jersey secondary schools ignore the educational and cultural material which is offered by such programs as Metropolitan Opera, New York Philharmonic Symphony, Invitation to Learning, Town Meeting of the Air, and Human Adventure.

Question 10. Are any of the teachers in your school building specifically trained to work along the lines suggested in questions 6 through 9?

Yes *86*
No *168*

It may well be that the large percentage of negative replies to question 9, as well as the other questions, may be due to this lack of teacher preparation. It is entirely possible that this is the point at which the log jam must be broken, for unless teachers know radio and know how to use radio as an educational device, the picture will not become brighter in the near future.

Question 11. Is the use in education of radio recordings and sound equipment likely to be less or more important during the next few years?

More important	—219
No comment	— 26
Radio *less*; sound equipment more	— 6
No change	— 2
Probably less; should be more	— 1

It should be noted that 184 schools of the 219 stating that it would be more important, wrote at some length about this, in fact, with enthusiasm.

Special comments which should be noted are as follows:

29 indicated an urgent need for equipment or repairs
9 mentioned the spur of Army use
7 believed that broadcasters and educators should get together
7 indicated the necessity for a consideration of television
5 need trained teachers
4 desired recordings of broadcasts
3 had their own radio station (discontinued by Federal edict)
3 cities are contemplating the establishment of a radio station to broadcast to the total schools
2 mentioned F M
2 thought dull pupils might be able to learn quicker

As a final comment on these opinions it should be noted that principals were much more optimistic about the future of radio and sound equipment in schools than their present practice might lead one to expect. This is the surest guarantee that as soon as civilian radio equipment is again available, schools will enter on an expanded program in this field, but there must always be the sober realization that even with the best equipment in the world, radio cannot function adequately in our schools until the teachers are made to see its value and have been taught to use it.

JUVENILE DELINQUENCY PROGRAMS ANALYZED

Responsive to a request to Station Managers from Dorthy Lewis, NAB Coordinator of Listener Activity, regarding scripts and program information on juvenile delinquency, 20% of NAB stations have forwarded excellent material. It is being analyzed and a report made to the Children's Bureau, Department of Labor. A large percentage of station managers also requested information and skeleton scripts devoted to youth problems to be released by the Children's Bureau later this season.

WLAP JOINS BLUE NETWORK

The following release was sent for publication in NAB REPORTS:

WLAP in Lexington, Kentucky, becomes affiliated with the Blue Network July 1st. This connection will bring the facilities of this Network straight to the Lexington Bluegrass region.

WLAP, known to the radio world as "The Thoroughbred Station of The Nation", is a member of the Nunn Group and is owned and operated by Captain Gilmore N. Nunn and J. Lindsay Nunn. Captain Nunn is now serving overseas in the United States Air Transport Command. J. E. Willis is the WLAP manager.

According to Mr. Willis, a general station promotion campaign is planned to coincide with Blue's affiliation. This will give WLAP two networks, as the station is also affiliated with Mutual.

NEW FBIS CHIEF

Dr. Robert D. Leigh, Chief of the FCC's Foreign Broadcast Intelligence Service, has resigned, effective July 15, to take over Directorship of the recently created Committee for studying "Freedom of Press." Dr. Leigh has been a member of the Committee since its formation by the University of Chicago in conjunction with Henry Luce of *Time* and *Life*.

He will be succeeded at FBIS by Dr. Charles S. Hyneman, a political scientist. He is the author of several books on Administrative Law and the work of regulatory agencies. A native Indianan, he attended the University of Indiana and received his Ph.D. from the University of Illinois in 1929. He is married and has three children.

HODSON LEAVES FCC

Robert Hodson, Chief of the FCC Minute Section since October, 1935, leaves the Commission Saturday, June 17, to become Chief Clerk at the law office of Pierson & Ball of Washington, D. C. Mr. Hodson received his AB degree from George Washington University in 1935; his LL.B. from Washington College of Law in 1940. Lavelle Hughes, now Asst. Chief in the Minute Section, will take over Hodson's duties.

923 STATIONS

During the month of May, 1944, the FCC granted three construction permits. One CP station was licensed to operate. A comparative table of the number of standard broadcast stations by months, follows:

	1943							1944					
	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1
Operating	911	911	911	911	911	911	910	910	910	909	909	909	910
Construction	1	1	2	2	2	2	2	2	4	8	9	11	13
	912	912	913	913	913	913	912	912	914	917	918	920	923

Federal Communications Commission Docket

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, June 20.

Federal Communications Commission Action

APPLICATIONS GRANTED

WESX—North Shore Broadcasting Co., Marblehead, Mass.—Granted modification of license to move main studio from transmitter site at Marblehead to Salem, Mass. (B1-ML-1198).

WIBW—Topeka Broadcasting Assn., Inc., Topeka, Kans.—Granted renewal of license for the regular period.

WEAN—The Yankee Network, Inc., Providence, R. I.—Granted renewal of license for the regular period.

Alabama Broadcasting Co., Inc., Sylacauga, Ala.—Granted construction permit for a new station to operate on **1340 kc.**, 250 watts, unlimited time, subject to procedural requirements of Commission's supplemental statement of policy of January 26, 1944, and subject to condition that permittee install approved frequency modulator and frequency monitor when equipment is available.

KFOX—Nichols & Warinner, Inc., Long Beach, Calif.—Granted special service authorization to permit broadcasting information to longshoremen at 3:40 and 7:30 p. m., PST, daily except Sunday, as a public service and without charge, for the period ending 10-1-44.

KJBS—Mott Q. Brunton, Sherwood B. Brunton, Ralph R. Brunton & Mary Brunton (Transferors), KJBS Broadcasters, a partnership consisting of William B. Dolph, Hope P.

Pettey, Elizabeth M. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis (Transferees), Julius Brunton & Sons Co. (Licensee), San Francisco, Calif.—Granted consent to voluntary transfer of control of Julius Brunton & Sons Co., licensee of station KJBS, from Matt Q. Brunton, Sherwood B. Brunton, Ralph R. Brunton and Mary Brunton, to KJBS Broadcasters, a partnership, consisting of William B. Dolph, Hope D. Pettey, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis, for a consideration of $200,000 representing 275 shares or 100% of the issued and outstanding capital stock of licensee station.

KJBS—Julius Brunton & Sons Co., San Francisco, Calif.—Granted renewal of license.

WKBV—Central Broadcasting Corp., Richmond, Ind.—Granted construction permit to increase power from 100 to 250 watts, make changes in transmitting equipment, move transmitter and studio and change corporate name (B4-P-3598).

DESIGNATED FOR HEARING

WNLC—Thames Broadcasting Corp., New London, Conn.—Designated for hearing application for construction permit to change frequency from **1490** to **1240 kc.**

MISCELLANEOUS

WELO—Birney Imes, Jr., Tupelo, Miss.—Granted license to cover construction permit for new station; **1490 kc.**, 250 watts, unlimited time (B3-L-1805). Also granted authority to determine operating power by direct measurement (B3-Z-1595).

WKY—WKY Radiophone Co., Oklahoma City, Okla.—Granted modification of construction permit authorizing installation of directional antenna for night use, move of transmitter and increase in power, for extension of completion date to 1-20-45 (B3-MP-1748).

WROX—Robin Weaver, Sr., Clarksdale, Miss.—Granted license to cover construction permit for new station; **1450 kc.**, 250 watts, unlimited time (B3-L-1806). Also granted authority to determine operating power by direct measurement (B3-Z-1598).

WLBV—Larus & Bros. Co., Inc., WRVA transmitter site, 12 miles southeast of Richmond, Va., on James River.—Granted license to cover construction permit for new relay broadcast station; **1646, 2090, 2190** and **2830 kc.**, 35 watts (B2-LRY-297).

WLBX—Larus & Bro. Co., Inc., Richmond, Va.—Granted license to cover construction permit for new relay broadcast station; frequencies **1646, 2090, 2190, 2830 kc.**, 40 watts (B2-LRY-298).

KRHP—Houston Printing Corp., area of Houston, Tex.—Granted license to cover construction permit for new relay broadcast station; **1646, 2090, 2190, 2830 kc.**, 100 watts (B3-LRY-299).

W2XMT—Metropolitan Television, Inc., New York City.—Granted modification of construction permit for new experimental television broadcast station, for extension of completion date to 12-31-44 (B1-MPVB-112).

The following applications for *commercial television* stations were placed in the pending file, in accordance with Commission policy of February 23, 1943:

WFIL Broadcasting Co., Philadelphia; United Detroit Theatres Corp., Detroit, Mich.; Utah Broadcasting Co., Salt Lake City, Utah; WEBR, Inc., Buffalo, N. Y.

The following applications for *High Frequency* (*FM*) broadcast stations were placed in the pending files in accordance with Commission policy of February 23, 1943:

WEBR, Inc., Buffalo, N. Y.; Intermountain Broadcasting Corp., Salt Lake City, Utah; The Ohio Broadcasting Co., Canton, Ohio; Peoria Broadcasting Co., Peoria, Ill.; Richmond Radio Corp., Richmond, Va.; WCAE, Inc., Pittsburgh, Pa.; WCBS, Inc., Springfield, Ill.

WAAW—Bremer Broadcasting Corp., Newark, N. J.—Retained in the pending file under policy adopted 2-23-43, the application for modification of construction permit for new FM station, to move transmitter, extend commencement and completion dates and move studio from Jersey City to Newark (B1-MPH-91).

KNOE, Inc., Monroe, La.; KMLB, Liner's Broadcasting Station, Inc., Monroe, La.—The Commission set aside its grant made without hearing, on February 17, 1944, to KNOE, Inc., for a new station at Monroe, La., and designated the KNOE application and the application of KMLB for change in frequency to **1440 kc.**, for further hearing in a consolidated proceeding.

KDYL—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Denied petition to reinstate application (B5-P-3303) for construction permit to change frequency from **1320** to **880 kc.**, increase power from 5 to 10 KW, make changes in directional antenna system and change transmitter.

WKPT—Kingsport Broadcasting Co., Inc., Kingsport, Tenn.—Granted petition in part, to reinstate application for construction permit (B3-P-3308) to operate on **790 kc.**, 1 KW, unlimited time.

WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Denied petition for reinstatement and reconsideration of application (B2-P-3357) to change frequency from **580** to **640 kc.**

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Present license further extended for a period of 90 days.

APPLICATIONS FILED AT FCC

570 Kilocycles

WSYR—Central New York Broadcasting Corp., Syracuse, N. Y.—Construction permit for changes in directional antenna.

950 Kilocycles

WGOV—E. D. Rivers, Valdosta, Ga.—Construction permit to install a new transmitter, increase power from 250 watts to 1 KW, install directional antenna for night use and change frequency from **1450 kc.** to **950 kc.** Amended: to change requested power to 250 watts night, 1 KW daytime and omit request for installation of directional antenna.

WPEN and WPEN-FM—Wm. Penn Broadcasting Co., Philadelphia, Penna.—Transfer of control of license corporation from Arde Bulova to Bulletin Company (500 shares common stock—100%).

1050 Kilocycles

NEW—James F. Hopkins, Inc., Ann Arbor, Mich.—Construction permit for a new standard broadcast station to be operated on **1050 kc.**, 1 KW power and daytime hours of operation. Amended: to change power to 250 watts and transmitter and studio site to be determined.

1230 Kilocycles

NEW—Scripps-Howard Radio, Inc., Houston, Texas.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, power of 250 watts and unlimited hours of operation.

1240 Kilocycles

WBBL—Grace Covenant Presbyterian Church (M. A. Sitton, Agent), Richmond, Va.—Construction permit to change specified hours of operation to Sundays from 11 a. m. to 12:15 p. m., and 8 p. m. to 9 p. m., EST, and move transmitter and antenna changes in accordance with above application. Contingent on grant of above application.

NEW—Thomas Garland Tinsley, Jr., Richmond, Va.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, 100 watts power and specified hours of operation. Hours not assigned WBBL.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Penna.—License for operation of station on a regular basis.

1270 Kilocycles

WSPR—WSPR, Inc., Springfield, Mass.—License to cover construction permit (B1-P-3554) which authorized increase in daytime power and changes in transmitting equipment.

WSPR—WSPR, Inc., Springfield, Mass.—Authority to determine operating power by direct measurement of antenna power.

1280 Kilocycles

KFOX—Nichols and Warinner, Inc., Long Beach, Calif.—Special service authorization to permit broadcasting information to longshoremen for the period ending 10-1-44.

1340 Kilocycles

WEMP—Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey, Leo T. Crowley and James E. Markham, co-partners, d/b as the Milwaukee Co., Milwaukee, Wisc.—Voluntary assignment of license to Glenn D. Roberts, Melba F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey and Rachel Young Lafollette, co-partners, d/b as the Milwaukee Broadcasting Company.

1400 Kilocycles

KWLK—Twin City Broadcasting Corp., Longview, Wash.—Transfer of control of licensee corporation from Marjory McClung, executrix of the estate of Ray McClung, deceased, and Hugh McClung to C. O. Chatterton.

WFOR—Forrest Broadcasting Co., Inc., Hattiesburg, Miss.—Voluntary assignment of license to C. J. Wright, B. M. Wright and C. J. Wright, Jr., d/b as Forrest Broadcasting Company.

1410 Kilocycles

WNBC—State Broadcasting Corp., Hartford, Conn.—Transfer of control of licensee corporation from Arde Bulova and Harold A. LaFount to The Yankee Network, Incorporated—5000 shares common and 500 shares preferred stock—100%.

1420 Kilocycles

NEW—Broadcasting Corporation of America, north of Brawley, Calif.—Construction permit for a new standard broadcast station to be operated on **1420 kc.**, power of 1 KW and unlimited hours of operaion. Amended: re changes in antenna.

1450 Kilocycles

NEW—Ronald B. Woodyard, Utica, N. Y.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Nashville Radio Corp., Nashville, Tenn.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Northeastern Radio and Television Corporation, Portland, Maine.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

FM APPLICATIONS

NEW—The Birmingham News Co., Birmingham, Ala.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44500 kc.** with coverage of 17,700 square miles.

NEW—Owensboro Broadcasting Co., Inc., Owensboro, Ky.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47900 kc.** with coverage of 7,250 square miles.

NEW—Consolidated Broadcasting Corp., Ltd., Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45700 kc.** with coverage of 7,000 square miles.

NEW—Central Ohio Broadcasting Co., Columbus, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated with **43100 kc.** with coverage of 21,010 square miles.

NEW—WMIN Broadcasting Company, St. Paul, Minn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45700 kc.** with coverage of 13,273 square miles.

NEW—Blue Network Co., Inc., Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43100 kc.** with coverage of 21,024 square miles.

NEW—Baltimore Broadcasting Corp., Baltimore, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48300 kc.** with coverage of 3,600 square miles.

NEW—The Wooster Republican Printing Company, Wooster, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49300 kc.** with coverage of 8,500 square miles.

NEW—Fayette Broadcasting Corp., Uniontown, Penna.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48,100 kc.** with coverage of 10,240 square miles.

NEW—Globe-Democrat Publishing Co., St. Louis, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 13,083 square miles. Amended: to specify frequency of **46300 kc.**

NEW—KRLD Radio Corp., Dallas, Texas.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45700 kc.** with coverage of 20,000 square miles.

TELEVISION APPLICATIONS

NEW—The Philadelphia Inquirer, a Division of Triangle Publications, Inc., Philadelphia, Penna.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 **(96000-102000 kc.)**.

NEW—Westchester Broadcasting Corp., White Plains, N. Y.—Construction permit for a new commercial television broadcast station to be operated on Channel #13 **(230000-236000 kc.)**.

NEW—Bremer Broadcasting Corp., Newark, N. J.—Construction permit for a new commercial television broadcast station to be operated on Channel #5 **(84000-90000 kc.)**.

NEW—J. E. Rodman, Fresno, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 **(60000-66000 kc.)**.

MISCELLANEOUS APPLICATIONS

NEW—Stanley G. Boynton, Highland Park, Mich.—Extension of authority to transmit programs to CKLW, Windsor, Ontario, Canada, from Highland Park, Mich.

NEW—The Journal Company (The Milwaukee Journal), Milwaukee, Wis.—Construction permit for a new developmental broadcast station to be operated on **45500 kc.**, 100 watts power and special emission.

NEW—Board of Education of the City of Atlanta, Atlanta, Ga.—Construction permit for a new noncommercial educational broadcast station to be operated on **42500 kc.** with power of 1 KW.

NEW—First Baptist Church, Pontiac, Mich.—Extension of authority to transmit programs to radio station CKLW, Windsor, Ontario, Canada, for the period beginning August 13, 1944.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Chick Bed Co., 96 B Avenue, N. E. Cedar Rapids, Iowa, selling and distributing a litter or floor covering for poultry and brooder houses designated as "Chick Bed," are charged in a complaint with misrepresentation. (5181)

Geppert Studios, 210 East Locust Street, Des Moines, Iowa, selling and distributing plain and colored photograph enlargements and frames for them, are charged in the complaint with misrepresentation. (5180)

Logan Garment Co., et al.—Deception of Army nurses in their purchases of uniforms is alleged in a complaint against Logan Garment Co. and Dayton Sportwear Mills, both of 131 North Jefferson Street, Dayton, Ohio, and their officers and directors, J. Roland Clark, Weston R. Clark, Kathryn P. Clark, Asa Penny and Ola Gunckle. The two corporations are jointly owned and operated, Logan Garment Co. being the manufacturer of the uniforms and Dayton Sportwear Mills the selling agents. (5178)

Williams S.L.K. Laboratories, 647 West Virginia Street, Milwaukee, Wisconsin, manufacturing and distributing two medicinal preparations designated "Rux Compound" and "Williams Formula" is charged in a complaint with false advertising and misrepresentation. (5179)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Ace Specialty Co., 1225 Broadway, New York, a distributor of tennis equipment, stipulated that he will discontinue use of the word "manufacturers" in his advertising, trade literature or in any other manner to imply that he manufactures such equipment, unless he owns and operates or directly controls an establishment where it is made.

Pioneer Hatchery—A stipulation to cease and desist from misrepresentation in the sale of baby chicks has been entered into by Walter E. Schultz, trading as Pioneer Hatchery, Boone, Iowa. (6848)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Atlantic City Wholesale Drug Co., Atlantic City, N. J., wholesaler of drugs and cosmetics, has been ordered to cease and desist from inducing or receiving discriminations in price which are prohibited by the Robinson-Patman Act. The order is also directed against Roy H. Cochran. president of the corporation, and Rodney S. Pullen, Jr., advertising and sales manager. (4957)

James Jebaily, Inc., 36 East 31st Street, New York, manufacturer of women's wearing apparel, has been ordered to cease and desist from misrepresenting the fiber content of certain garments it sells, in violation of the Federal Trade Commission Act, and from misbranding others, in violation of the Wool Products Labeling Act. (5066)

Prime Manufacturing Co., 1667 South First Street, Milwaukee, has been ordered to discontinue certain misrepresentations in connection with the sale of its electric fence controller, a device advertised for use in confining livestock. (4978)

The NATIONAL NAB Reports ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 26, June 30, 1944

Presentation Ceremony:

WAR DEPARTMENT CERTIFICATE OF APPRECIATION TO NATIONAL ASSOCIATION OF BROADCASTERS

RECORDINGS OF PRESENTATION CEREMONY AVAILABLE TO STATIONS WHICH SEND IN REQUESTS IMMEDIATELY!

A date is now being set in Washington for the official ceremony in which the Certificate of Appreciation of the Chief Signal Officer will be presented to the National Association of Broadcasters and accepted by Harold Ryan, President.

This ceremony will be recorded so that it may be broadcast by the stations whose efforts in the recruitment of personnel for the Signal Corps earned the award.

Pressings will be provided free but in order to conserve vital materials and predetermine the number of pressings required NAB stations should file at once their requests for this recorded ceremony.

Requests cannot be handled if postmarked later than July 8.

The presentation ceremony will make a recording of not more than five minutes length. It may be broadcast alone or built into a local show highlighting radio's contribution to the war effort.

Write today! Ask for your recording of the "Presentation Ceremony." Address Willard D. Egolf, Director of Public Relations, National Association of Broadcasters, 1760 N St., N. W., Washington 6, D. C.

NAB Reports

THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

FCC SINGLED OUT FOR SPECIFIC MENTION BY GOP

The Plank on Freedom of Press and Radio adopted at the Republican National Convention is as follows:

"FREE PRESS AND RADIO"

"In times like these, when whole peoples have found themselves shackled by governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

"We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. **WE NEED A NEW RADIO LAW WHICH WILL DEFINE, IN CLEAR AND UNMISTAKABLE LANGUAGE, THE ROLE OF THE FEDERAL COMMUNICATIONS COMMISSION.**

"All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

"Vital facts must not be withheld.

"We want no more Pearl Harbor reports."

(Editor's Note: Bold face type ours.)

COUNCIL ON RADIO JOURNALISM PLANNED BY NAB NEWS COMMITTEE AND EDUCATORS

(As released by NAB News Bureau)

Washington, D. C., June 29—Establishment of a Council on Radio Journalism, permanent group which will formulate standards and install full-time courses in radio journalism in schools and colleges, is being considered by the radio industry and various college associations, it was announced at NAB headquarters today.

Plan was the outcome of a joint meeting of the NAB Radio News Sub-Committee and the Radio Committee of the American Association of Schools and Departments of Journalism and the National Association of State Universities in Chicago last week.

Fred Seibert, president of AASDJ, and director of the School of Journalism at the University of Illinois, will prepare a report for NAB outlining complete details and naming personnel of the Council.

The council as planned would include representatives of NAB, radio division of the press associations, school and college associations, the president of AASDJ, the Federal Radio Education Committee and the Association for Education by Radio.

Council idea stems from similar group now functioning for newspapers and the college organizations.

Council would not only implement radio journalism courses, but would act as an inspiration for publications in the radio news field and for ethical standards of operation.

Others at the Chicago meeting in addition to Siebert were: Karl Koerper, general manager, Station KMBC, Kansas City, Mo., chairman of the NAB Radio News Committee; Walt Dennis, special events and public relations director of Station WHN, New York, acting secretary, NAB News Committee; Paul H. Wagner, department of journalism, Indiana University; Wilbur Schramm, director, school of journalism, University of Iowa; Richard W. Beckman, department of technical journalism, Iowa State College; Mitchell V. Charnly, professor of journalism, University of Minnesota, and Frank E. Schooley, executive secretary, National Association of Educational Broadcasters, and program director of Station WILL, University of Illinois.

CERTIFICATE OF APPRECIATION TO DR. ARMSTRONG

Dr. Edwin H. Armstrong, noted inventor in the radio field and professor of Electrical Engineering at Columbia University, was presented with the Chief Signal Officer's Certificate of Appreciation by Major General H. C. Ingles, Chief Signal Officer, at a recent ceremony in Washington, D. C.

In handing the first Certificate to Dr. Armstrong in recognition of "loyal and patriotic services" during two wars, General Ingles said in part:

> "Those of us who have been associated with you through the years know how unsparingly you have contributed your talents and your time to the development of Signal Corps equipment which is now proving its superiority on every front. We recall that you perfected the superheterodyne receiver during the first World War and your more recent waiver of royalties on your frequency modulation patents is still fresh in our memories. In addition, you have undertaken vital contract development work for the Signal Corps and given generously of your knowledge and advice in the conduct of many experiments."

In 1941 Dr. Armstrong made a notable contribution to the war effort when he waived all royalties on the use of seventeen of his patents covering frequency modulation radio apparatus purchased by the War Department for military purposes. At the same time he offered to license on $1 a year royalty basis any manufacturers designated by the War Department to produce such apparatus for military purposes for "so long as the present national and international emergency shall exist." Secretary of War Henry L. Stimson accepted the offer in a letter of warm appreciation.

WAR LOAN MUSIC PUBLISHER LIST MAILED TODAY

In response to requests from broadcasters, NAB has secured from the Treasury a list of publishers whose musical compositions appear in all 5 and 15-minute electrical transcriptions offered by the Treasury Department for the 5th War Loan.

This list will be especially useful to those stations which pay for music on a per program basis. It is being mailed to all stations today (30).

NAB PREDICTS MORE TUBES IN LAST HALF

Information coming to NAB indicates that the supply of radio tubes available to the public during the 3rd and

4th quarter of the present year will show a considerable increase over tube shipments of the first six months.

NAB's conclusion is not concerned with either cutbacks or contemplated cutbacks in the backlog of military tubes. It was arrived at after a consideration of manufacturing facilities, the needs of civilians and the vast stocks of military tubes already produced.

REPUBLICAN CONVENTION RADIO COVERAGE GREAT ENGINEERING FEAT

(Reprint of article by T. R. Kennedy, Jr., in New York *Times* of June 25)

BIG SHOW

Radio's Convention Coverage Represents a Mighty Feat of Engineering

The most extensive broadcast system ever set up to carry a single political event will go on the air tomorrow at noon when the Republican National Convention opens at the Chicago Stadium. More stations, more miles of wire, more radio technicians and more microphone equipment, plus six of the country's nine television transmitters, comprise the vast system that will carry the convention news and commentary at one time or another until the quadrennial conclave signs off.

In the network of the National Broadcasting Company will be 146 or more stations scattered from coast to coast; Columbia Broadcasting System, 136; WJZ-Blue, 193, and WOR-Mutual, 200—a total of 675 stations, plus 30 more in Canada. The indicated grand total is 705.

The same setup, naturally, will be used for the Democratic National Convention next month at Chicago.

Miles of Copper

Radio networks require miles of copper links to connect the stations together. The basic program circuits required for this four-system set-up would circle the earth three times and have several hundred miles left over. As is the case with most networks, an auxiliary or stand-by channel also is maintained, and a Morse coordinating circuit of about equal length. The actual "wire-miles" involved, therefore, may pass the 200,000-mile mark, to say nothing of more hundreds of miles of ordinary phone channels that will be kept in almost ceaseless operation as the conclave progresses.

Some 8,000 to 10,000 radio engineers and monitoring experts will be required to operate the system—2,000-odd men for the NBC circuit alone—and upward of 1,000 others who will do nothing but supervise and maintain the spiderweb of copper program channels on poles in cables from coast to coast—more wire-miles, in fact, than comprised the entire long-distance department of the American Telephone and Telegraph Company, the balance being made up from the mileage of affiliated telephone companies.

About two months ago chief engineers of the big networks directed their staffs to begin assembling the small world of equipment now installed in the stadium and the Hotel Stevens, convention headquarters. Microphones by the score, amplifiers in like quantity, miles of wire, headphones, switches and other paraphernalia were set up in New York, tested, tagged, disassembled, packed and shipped to Chicago by truck and reassembled in exactly the same way. The CBS alone sent four tons of equipment.

Many Microphones

Fifty-five microphones, at least one for each State or territorial delegation, have been installed about the stadium floor, four more on the speaker's rostrum, eighteen others at various points for interviews, and "parabolic" microphones to intercept crowd noises and cheers and the organ and band concerts. Special short-wave transmitters, small enough to be carried on the back, under the arm or in the hand will be operated by control men circulating among the various delegations. Another will be a "cueing" transmitter to contact and instruct the roaming transmitter men to points of greatest interests about the floor. The 30-to-40 and 165-megacycle waves will be used.

While the major programs at the convention will be fed to each of the four networks simultaneously over basic equipment maintained jointly, each system will have individual balcony control and commentator booths, studio offices, etc., through which special presentations can be set up, supervised and routed throughout the country. Much of it will be performed by a series of push buttons, with red and green lights to show when a circuit is in use or idle. Key men will wear headphones so the director may contact any one or all of them even in the midst of a broadcast, if it is important to do so. The whole convention floor and the rostrum is visible from each booth.

Some idea of the vast radio structure that will operate daily during the convention—both sending and receiving—can be had from the fact that even though it will require only about 75,000 to 100,000 transmitting tubes of all sizes to broadcast the conclave more than 360,000,000 bulbs will be operating in America's 60,000,000-odd sets to intercept the programs.

Television Daily

Television will have a large part in the convention. At approximately the hour it is delivered tomorrow night at the stadium, the keynote address of Gov. Earl Warren will be heard and seen over teleview stations in New York, Schenectady and Philadelphia from a special film made a few days before by RKO. Other opening ceremonies, also, will be filmed, rushed to New York by express airplane, rapidly developed and projected "wet," if necessary, over WNBT, with relay radio links extending the show to WRGB and WPTZ in Schenectady and Philadelphia. Assuming an undeveloped film is placed on a 2 P. M. plane at Chicago the finished show should be ready for a television showing here not later than 11 o'clock the same day, according to the NBC.

During the remainder of the day, RKO will film other high spots and place the films on a night plane for WNBT-WRGB-WPTZ television shows the following day. WNBT,

WAC RECRUITMENT CAMPAIGN

By telephone calls and letters, several NAB member stations, commenting on "An Open Letter to Young & Rubicam, Inc.," which was released last week, have unqualifiedly endorsed the effort to obtain for radio the WAC recruitment campaign for the coming fiscal year.

The gist of their comments revealed agreement with the contention that radio can do the job of enlistment required and that radio stations deserve the opportunity to carry the campaign on the same basis on which it has appeared in magazines and newspapers.

Currently arrangements are being made for a meeting with the agency executives in New York next week.

according to present plans, will put on teleview shows nightly during the week from 7 or 8 P. M. to 10 or 11 o'clock, including films of conventions of other years. More than 7,000 video receivers, it is estimated, will tune in the programs. Coincidental with the convention, stations WABD and WCBW of New York and W6XYZ of Los Angeles will televise other political features.

PLAN BETTER EQUIPMENT FOR SCHOOL RADIO

Production of dependable radio and sound equipment for school and college use, in a scale of price ranges to meet the variety of economic purchasing levels, was proposed at a "Conference on Radio Equipment for Schools and Colleges," held in Cleveland, June 26 and 27. It was called by the U. S. Office of Education.

NAB was represented by Arthur Stringer, director of promotion, who served on the committee for "securing acceptance for recommended standards by manufacturers and educators." Participants in the conference were educators, individual manufacturers, Radio Manufacturers Association, in addition to the Office of Education and NAB.

The conference unanimously adopted a resolution calling on the U. S. Commissioner of Education and the RMA, as principal organizations of radio and sound equipment manufacturers, to appoint committees at the earliest date to undertake consideration of the views and findings of the various sub-committees.

It was the desire of the conference that school and college purchases of radio and sound equipment be safeguarded in their buying through the manufacture of equipment meeting definite specifications and minimum standards. In fact, the conference agreed that "definite standards and specifications are deemed essential in order to attain a high standard of service."

William D. Boutwell, director, Information and Radio Service, U. S. Office of Education, served as chairman of the conference.

Chairmen of the five working sub-committees were:

Radio Receivers Sub-Committee

William B. Levenson, Directing Supervisor of Radio, Cleveland.

Recorders and Transcription Players Sub-Committee

Max U. Bildersee, State Education Department, Albany, N. Y.

Speech Input Including Microphones and Cable Sub-Committee

C. E. Palmer, Superintendent of Schools, Dover, Ohio

Central Sound Systems Sub-Committee

R. R. Lowdermilk, U. S. Office of Education, Washington, D. C.

Securing Acceptance for Recommended Standards by Manufacturers and Educators Sub-Committee

A. F. Nienhuser, Commissioner, Equipment and Supplies, Cleveland Board of Education.

NEW APPLICATION FORM

The FCC has adopted a new application Form No. 340, to be used when filing an application for construction permit for a noncommercial educational broadcast station. This form supersedes the use of Form 309 and supplemental Form 313 when requesting an assignment in this broadcast service. Form 309 continues to be used for several classes of broadcast stations other than standard.

Form 340 is expected to be more convenient to applicants desiring noncommercial educational broadcast facilities, and at the same time the form will supply the Commission with additional information concerning the service planned and the technical equipment proposed to be installed. The new application form now available will be used by the many nonprofit educational agencies planning the construction of FM broadcast stations for the advancement of their educational work and the transmission of educational and entertainment programs to the general public.

(From Business Week . . . June 17, 1944)

BATTERIES FOR THE CAMPAIGN

WPB experts are sitting up nights trying to figure out a way to get more batteries for civilian radio sets before the campaign oratory starts. The White House has just passed the word along to do something about radio batteries for farmers who don't have access to power lines.

RULES AMENDED

The FCC has amended Section 63.05 of its Rules and Regulations extending the time limits prescribed in that section. The Section, as amended, to become effective immediately, reads as follows:

"63.05 *Commencement and Completion of Construction.* Unless otherwise determined by the Commission upon proper showing in any particular case, in the event construction shall not have been begun upon a project involving an expenditure of more than $50,000 within 12 months from the date of the Commission's authorization, or all or part of the proposed facilities shall not have been placed in operation within 36 months after such date, such authorization shall terminate at the end of such 12 or 36 months period, as the case may be; in the case of projects involving an expenditure of $50,000 or less, the authorization therefor shall terminate at the end of 9 months or 18 months, as the case may be, in the event construction thereof shall not have been commenced, or the facilities placed in operation, within such respective periods."

RAILROAD HEARINGS SET

On June 27 FCC designated September 13, 1944, for the initial hearings to begin in the matter of investigating the establishment and use of radio communications systems in railroad operations, and appointed a committee composed of Commissioners Walker (Chairman), Case and Jett to preside at such hearings.

The Commission points out that these preliminary hearings are for the purpose of developing information which may be of assistance and guidance to all parties in carrying out their further programs on the subject of the use of radio on railroads. No immediate determination of policy is contemplated, but the Commission expects to keep the matter open for a period sufficient to enable all persons to complete all reasonable experimentation and to acquire all necessary data. Ample time will be permitted for experimentation and development of further data, and further hearings will be held in the future as the need therefor may appear.

Testimony of witnesses from such organizations as the Association of American Railroads, Aeronautical Radio, Inc., Civil Aeronautics Administration, Radio Technical Planning Board, War Department, etc., will be taken at the hearing.

Interest in the use of radio by railroads has reached an all-high peak as witnessed by the fact that 30 applications for construction permits have been filed with the Commission since May 1, 1944. Some of these have already been granted. Interest is also being shown in carrier-current as well as space radio systems. One railway company, the Denver and Rio Grande, has requested that frequencies be assigned to it on a regular basis and has filed an application for such facilities.

WBZ FREE RADIO WORKSHOP BEGINS JULY 6

A free "Radio Workshop" beginning Thursday, July 6, and continuing to August 10, will be conducted by WBZ at its Hotel Bradford studios, Boston, according to announcement by C. S. Young, general manager. Many teachers and educators from all sections of Eastern Massachusetts have enrolled in the course.

The WBZ "Radio Workshop" developed out of the highly successful course at KYW, Philadelphia, last summer. Similar workshops are planned this season in other Westinghouse station cities, Pittsburgh, Fort Wayne and Philadelphia.

There will be eleven sessions of the WBZ "Workshop" with most of the lecturers selected from the Boston station's staff. Guest speakers will include:

Sterling Fisher, assistant public service counselor, and Mrs. Doris Corwith, assistant to the public service counselor, both from NBC in New York; Dorothy Lewis, coordinator of listener activities for the National Association of Broadcasters, Washington, D. C.; Lee B. Wailes, general manager, Gordon Hawkins, program supervisor, F. P. Nelson, director of television and shortwave, and W. B. McGill, supervisor of advertising and promotion, all members of the Westinghouse Radio Stations, Inc., headquarters staff in Philadelphia. Dean Howard M. LeSourd of Boston University and Albert D. Hughes, radio editor for the *Christian Science Monitor*, will be other guest lecturers.

WIOD'S BOND PROMOTION CLICKS

The program and commercial departments of WIOD, Miami, combined activities to make a success of the 5th War Bond campaign, under direction of James LeGate, general manager.

Station arranged with First Federal Savings & Loan Association of Miami for the construction of a war bond stage alongside its building on one of the city's busiest downtown corners. Then officials of various civic and fraternal organizations were invited to hold their own bond day at the WIOD stage and to receive full credit for that day's sales.

Acceptances were quickly received from: Allied Masonic fraternities of the Miami Area; the Army Air Forces Training Center; Harvey Seeds Post of the American Legion; Kiwanis Club; YMCA; Elks; American Red Cross; B'nai B'rith; Gesu Volunteer Workers; Exchange Club; Miami Air Depot; Miami Naval Air Station; Dade County War Finance Committee; Miami Shores Post of the American Legion and others.

Under guidance of Tom McCullough, commercial manager, his staff came through with 102 commercially sponsored war bond programs—100 quarter-hours and two 5-minute programs.

WIOD manned, staffed and equipped the war bond stage. Even included staff orchestra. Actual sales passed $170,000 the first week.

JULY WAR BOND DATA SOUGHT

A single sheet form (on yellow paper) to report 5th War Loan promotions from July 1-7, inclusive, is being mailed all stations today. "Green Sheet" information for the June 1-30 period will be consolidated with that for the campaign in July by NAB Research Department.

Station originations, allocated network promotions and network sustaining support will be included for a grand total of industry War Loan support. Upon completion, data will be released to the radio and press associations, Secretary Morgenthau and to all stations for such use as they may consider appropriate.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, July 3. They are subject to change.

Wednesday, July 5

Oral Argument Before the Commission

Report No. B-200:

WMAM—M & M Broadcasting Co., Marinette, Wis.—Modification of license, **570 kc.**, 100 watts night, 250 watts day, unlimited.

Thursday, July 6

WOV—Arde Bulova and Harry D. Henshel (Transferors), and Murray Mester and Meyer Mester (Transferees).—Transfer of control of licensee corp. (WOV); **1280 kc.**, 5 KW (main), 1 KW (auxiliary), shares WHBI (WHBI 1/7; WOV 6/7), (Directional Antenna).

Federal Communications Commission Action

APPLICATIONS GRANTED

John R. Fetzer and Rhea Y. Fetzer, d/b as Fetzer Broadcasting Co., Grand Rapids, Mich.—Granted construction permit (Comr. Case dissenting) for new station to operate on **1230 kc.**, 250 watts, unlimited time, pursuant to January 26th policy.

WHDH—Matheson Radio Co., Inc., Boston, Mass.—Granted modification of license to operate with directional antenna after sunset in Gainesville, Fla., or Cleveland, Ohio, whichever is earlier (B1-ML-1179).

KTKC—J. E. Richmond, et al., d/b as Tulare-Kings Counties Radio Associates (Assignors), J. E. Richmond, et al., d/b as Tulare-Kings Counties Radio Associates (Assignees), Visalia, Calif.—Granted consent to voluntary assignment of license of station KTKC, *from* J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalia Publishing Co., d/b as Tulare-Kings Counties Radio Associates, *to* J. E. Richmond, Homer W. Wood, Percy A. Whiteside, Morley M. Maddox and Chas. A. Whitmore, d/b as Tulare-Kings Counties Radio Associates, a newly organized partnership. (The Visalia Publishing Co. is voluntarily dissolving and liquidating and transferring its interest in kind to its stockholders, Maddox and Whitmore taking its place as partners) (B5-AL-417).

WELI—Arde Bulova, Harold A. Lafount, Herman Stutz and F. V. Goldstein (Transferors), Harry C. Wilder, Central New York Broadcasting Corp. and Troy Broadcasting Co., Inc. (Transferees), City Broadcasting Corp. (Licensee), New Haven, Conn.—Granted consent to transfer of control of City Broadcasting Corp., licensee of station WELI, *from* Arde Bulova, Harold A. Lafount, Herman Stutz, and F. V. Goldstein, *to* Harry C. Wilder, Central New York Broadcasting Corp., and Troy Broadcasting Co., Inc., for the sum of $185,000 plus $35,000 for all issued capital stock of the Halco Realty Co., or a total consideration of $220,000 (B1-TC-375).

Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted petition to reinstate application for construction permit for new station to operate on **1050 kc.**, 250 watts, daytime only, and set application for consolidated hearing with James F. Hopkins, Inc., application (B2-P-3595).

WHDL—WHDL, Inc., Town of Allegany, N. Y.—Granted request for waiver of Sec. 3.30 (a) of the Commission's rules so as to permit identification of location of station as "Olean, N. Y.", instead of "Town of Allegany, N. Y."

WCSC—The South Carolina Broadcasting Co., Inc. (Assignor), John M. Rivers (Assignee), Charleston, S. C.—Granted consent to voluntary assignment of license of station WCSC and two associated relay stations WEOC and WEOY, *from* South Carolina Broadcasting Co., Inc., *to* John M. Rivers. (The consideration involved is the payment of a monthly rental of $1200 by the assignee to the assignor for a period of 12 years, or the equivalent of $14,400 per year, or $172,800 over the entire period of the lease). (Commissioner Walker dissenting.)

Associated Broadcasting Corp., Grand Rapids, Mich.—Granted authority to transmit programs from Grand Rapids to station CKLW, Windsor, Ontario, Canada.

WIRE—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Denied petition to reinstate its application (B4-P-3302) for construction permit to erect a new station, using frequency **1490 kc.**, 250 watts power, unlimited time.

WJAX—City of Jacksonville, Jacksonville, Fla.—Granted application for construction permit to install a 100-watt auxiliary transmitter.

WBKY—University of Kentucky, Beattyville, Ky.—Granted construction permit for new (FM) noncommercial educational broadcast station, subject to January 26 policy; **42900 kc.**, 500 watts.

WAAC—Fort Meyers Broadcasting Co., Fort Myers, Fla.—Granted authority to use call letters WINK in place of WAAC for this station (Chairman Fly dissenting).

DESIGNATED FOR HEARING

WKBZ—Ashbacker Radio Corp., Muskegon, Mich.—Designated for hearing application for construction permit to change frequency from **1490** to **1230 kc.** (B2-P-3609).

WREC—Hoyt B. Wooten, tr/as WREC Broadcasting Service, Memphis, Tenn.—Designated for hearing application for renewal of license to determine whether or not multiple ownership rule is applicable.

James F. Hopkins, Inc., Ann Arbor, Mich.—Designated for consolidated hearing with Washtenaw application above, the application for new station to operate on **1050 kc.**, 250 watts daytime (B2-P-3291).

KSFO—The Associated Broadcasters, Inc., San Francisco, Calif.—Designated for hearing application for renewal of license.

LICENSE RENEWALS

WLW-WSAI—The Crosley Corp., Cincinnati, Ohio.—Extended license of station WLW for a period of 60 days.

KLZ—KLZ Broadcasting Co., Denver, Colo.—Granted application for renewal of license.

KFYR—Myer Broadcasting Co., Bismarck, N. Dak.—Granted renewal of license for the period ending May 1, 1946.

WTAG—Worcester Telegram Pub. Co., Inc., Worcester, Mass.—Granted renewal of license for main and two auxiliaries for the period ending May 1, 1946.

WWNC—Asheville Citizen-Times Co., Inc., Asheville, N. C.—Granted renewal of license for the period ending May 1, 1946.

KFMB—Worcester Broadcasting Corp., San Diego, Calif.—Granted renewal of license for the period ending February 1, 1945.

KFDM—Beaumont Broadcasting Corp., Beaumont, Texas.—Present license further extended upon a temporary basis only, for the period ending August 1, 1944, pending determination upon application for renewal.

KIEV—Cannon System, Ltd., Glenside, Calif.—Present license further extended upon a temporary basis only, for the period ending August 1, 1944, pending determination upon application for renewal.

KMTR—KMTR Radio Corp., Los Angeles, Calif.—Present license further extended upon a temporary basis only, for the period ending August 1, 1944, pending determination upon application for renewal.

WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—Present license further extended upon a temporary basis only, for the period ending August 1, 1944, pending determination upon application for renewal.

WLBZ—Maine Broadcasting Co., Inc., Bangor, Maine.—Present license further extended upon a temporary basis only, for the period ending August 1, 1944, pending determination upon application for renewal.

WMTW—The Yankee Network, Inc., Mt. Washington, N. H.—Granted renewal of license for high frequency (FM) broadcast station.

WGTR—The Yankee Network, Inc., Boston (Paxton), Mass.—Granted renewal of license for high frequency (FM) broadcast station.

K7XSB—August G. Heibert, Fairbanks, Alaska.—Granted extension of authorization to operate Class I experimental station as a relay broadcast station for the transmission of programs to the U. S., for the period ending December 1, 1944.

WFMM—Edwin H. Armstrong, Alpine, N. J.—Granted renewal of (FM) station license for the period ending July 1, 1945.

WNYC-FM—City of New York, Municipal Broadcasting System, New York City.—Granted renewal of (FM) station license for the period ending July 1, 1945.

WMIT—Gordon Gray, Winston-Salem, N. C.—Granted renewal of (FM) station license for the period ending July 1, 1945.

WBCA—Capitol Broadcasting Co., Inc., Schenectady, N. Y.—Present license of (FM) broadcast station was further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending September 1, 1944.

WQXQ—Interstate Broadcasting Co., Inc., New York City.—Present license of (FM) broadcast station was further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending September 1, 1944.

MISCELLANEOUS

WABI—Community Broadcasting Service, Bangor, Maine.—Granted motion to continue hearing, now scheduled for July 5, to August 7, in re application for renewal of license and for modification of construction permit. Also granted motion for order to take depositions in re these applications.

Murray Mester and Meyer Mester (Transferees), for transfer of control of WOODAM Corp., Licensee of station WOV, New York City.—Denied motion for an order to take depositions of eleven witnesses, who are to testify as to the character and qualifications of the proposed transferees to control Woodam Corp., licensee of WOV. The motion was denied without prejudice, however, to the right of the parties at the conclusion of the taking of testimony to renew their motion for an order to take depositions of these witnesses and the record may remain open for a reasonable period for the submission of such depositions.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Granted authority to determine operating power by direct measurement of antenna power.

WJR, The Goodwill Station, Detroit, Mich.—Placed in the pending file in accordance with Commission policy of February 23, 1943, application for new commercial television station (B2-PCT-55).

The Jam Handy Organization, Inc., Detroit, Mich.—Placed in the pending file in accordance with Commission policy of February 23, 1943, application for new commercial television station (B2-PCT-54).

The following applications for new *FM broadcast* stations were placed in the pending file in accordance with Commission policy of February 23, 1943:

Agricultural Broadcasting Co., Chicago; The Hartford Times, Inc., Hartford, Conn.; L. B. Wilson, Inc., Cincinnati; The Outlet Co., Providence, R. I.; Worcester Telegram Pub. Co., Inc., Worcester, Mass.; Charleston Broadcasting Co., Charleston, W. Va.; Radio Station WJBC, Bloomington, Ill.

New Jersey Broadcasting Corp., Newark, N. J.—Retained in pending files amendment to construction permit for new FM broadcast station.

APPLICATIONS FILED AT FCC

680 Kilocycles

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Construction permit to move formerly licensed RCA ET-4241 Exciter Unit to present main transmitter location to be used as an auxiliary with power of 250 watts employing directional antenna day and night.

KABC—The Alamo Broadcasting Co., Inc., San Antonio, Tex.—Construction permit to change frequency from **1450 kc.** to **680 kc.**, increase power from 250 watts to 50 KW daytime and 10 KW night, install new transmitter, directional antenna for night use and move transmitter. Amended: re changes in directional antenna.

690 Kilocycles

KGGF—Hugh J. Powell, Coffeyville, Kans.—Modification of construction permit (B4-P-3519 as modified), which authorized installation of new transmitter for extension of completion date from 7-22-44 to 10-22-44.

1130 Kilocycles

WDGY—Dr. George W. Young, Minneapolis, Minn.—Modification of license to change hours of operation from limited time to unlimited time and power from 500 watts night, 5 KW daytime to 250 watts night and 5 KW daytime.

1370 Kilocycles

WSAY—Brown Radio Service and Laboratory (Gordon P. Brown, Owner), Rochester, N. Y.—Modification of construction permit (B1-P-2924 as modified), which authorized change of frequency, increase in power, installation of directional antenna and new transmitter and move of transmitter for extension of completion date from 8-1-44 to 11-1-44.

1340 Kilocycles

KSUB—Southern Utah Broadcasting Co., Cedar City, Utah.—Transfer of control of licensee corporation from Leland M. Perry to Radio Service Corporation of Utah—1280 shares of common stock, 51.2%.

NEW—Ramon G. Patterson and Louise Patterson (Pursley), d/b as Patterson Broadcasting Service, Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, power of 250 watts and unlimited hours of operation.

1420 Kilocycles

NEW—Mississippi Broadcasting Co., Inc., Jackson, Miss.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 100 watts and unlimited hours of operation.

1400 Kilocycles

NEW—Air-Waves, Inc., Baton Rouge, La.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, 250 watts power and unlimited hours of operation. Amended: re change in type of transmitter.

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Company, Albany, Ga.—Construction permit to change frequency from **1450 kc.** to **1400 kc.** and move transmitter and studio from Albany, Georgia, to a site to be determined in Savannah, Georgia.

FM APPLICATION

NEW—Thames Broadcasting Corp., New London, Conn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44500 kc.** with coverage of 3,500 miles.

MISCELLANEOUS APPLICATION

KUDT—A. H. Belo Corp., Dallas, Texas.—Modification of construction permit (B3-PRE-438) which authorized construction of new relay broadcast station to change transmitter location from fixed to portable.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Dodge, Inc., 706 North Hudson Avenue, Chicago, selling and distributing religious books, including the New Testament and a Catholic Prayer Book, are charged in a complaint with misrepresentation. (5185)

National Mineral Company, trading as Helene Curtis Industries, 2638 North Pulaski Road, Chicago, selling and distributing products used in the process of giving "permanent waves," under the name of "Helene Curtis Cold Waves," including preparations designated "Preliminary Lotion," "Waving Compound," "Neutralizing Compound," a brush called "Applicator Brush," and "Helene Curtis Protecto Hand Cream," is charged in a complaint with misrepresentation. (5182)

Truslow Poultry Farm, Inc., trading as Toxite Laboratories, Chestertown, Md., manufacturing and distributing an insecticide and disinfectant designated "Toxite," and Campbell-Sanford Advertising Co., Inc., 1105 Chester Avenue, Cleveland, Ohio, an advertising agency preparing and placing advertising material for the Truslow Poultry Farm, Inc., are charged in a complaint with misrepresentation. (5183)

Union Fountain Pen Company, Inc., trading as Morrison Fountain Pen Company, 79 Fifth Avenue, New York, selling and distributing fountain pens and pencils, together with pouches and boxes for displaying the products, is charged in a complaint with misrepresentation. (5184)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Berst-Forster-Dixfield Co. and America's Own Match Co., both located at 155 East 44th Street, New York, have entered into a stipulation to cease and desist from using the word "safety," either alone or in connection with the word "matches" to designate any type of matches other than strike-on-the-box-matches, that is, matches which readily ignite only when the heads are drawn across a specially prepared coating on the box in which the matches are sold, and from the use of any statement or representation tending to convey the belief that their matches are safety matches. (3849)

T. Richter's Sons, 219 West 2nd Street, Davenport, Iowa, selling and distributing merchandise including fur garments, has stipulated to cease and desist from use of the words "American

Broadtail," "Krimmer Lamb," "Mendoza Beaver," "Sable Coney," "Northern Seal" or "French Seal" to designate furs or fur products made from peltries other than broadtail, krimmer, beaver, sable or seal, respectively, unless such words be compounded with the word "dyed" or the word 'processed," and when so compounded are immediately followed in equally conspicuous type by the true name of the fur, as, for example, "American Broadtail—Processed Lamb," "Krimmer—Processed Lamb," "Beaver-Dyed Rabbit," "Sable-Dyed Rabbit" and "Seal-Dyed Rabbit." (3851)

A. C. Trading Company, Inc., 11 Hester Street, New York, dealer in used hats and hat bodies, has stipulated that he will cease and desist from representing that hats, composed in whole or in part of used materials, are new, by failure to stamp on the exposed surfaces of the sweat bands in legible terms which cannot be removed or obliterated without mutilating the sweat bands, a statement that such products are composed of second-hand or used material; provided that if sweat bands are not affixed to such hats, then the stamping must appear on the exposed surface of the inside of the bodies in inconspicuous and legible terms which cannot be removed or obliterated without mutilating the hat bodies. (3855)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist order last week:

Motloid Company, Inc., and Wallace A. Erickson, 325 West Huron St., Chicago, have been ordered to cease and desist from misrepresentation of a denture base, designated "Moldent," manufactured and distributed by them. (5042)

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 27, July 7, 1944

NAB EXECUTIVES WAR CONFERENCE

Sub-committees of the Board of Directors on Convention Program and By-Law Revision will meet in Washington on next Monday and Tuesday (10 and 11). Immediately following these meetings a special bulletin outlining the tentative plans for the NAB Executives War Conference will be sent to the membership. This bulletin will be accompanied by forms for advance registration, certification of station representatives and hotel reservation forms. All requests for hotel reservations must be made on these standard forms and must be approved by the NAB Housing Committee before the Palmer House, which is the headquarters hotel, will assign rooms from those reserved for the accommodation of NAB members.

Since attendance at the Conference is to be limited to the personnel of member stations and associate members and NAB standing committees, reservation forms will be sent only to this list. The forthcoming bulletin will give in as great detail as possible information regarding the convention, that will enable the station management to decide who from among its personnel should attend.

FREE RADIO EXPLAINED BY RADIO

Congratulations are due Richard Harkness for his Independence Day broadcast from WRC, Washington, over NBC. The unusual feature of his program was that he talked about Radio on Radio. The portion of his broadcast dealing with a Free Radio merits repeating. It follows:

"This is Independence Day—a day to celebrate our Independence as an Independent free country—a day, too, dedicated to the battle (around the world) to 'keep' our country free. The one basis of our freedom is 'freedom of expression'—Freedom to speak as we please—To express our own opinions—To write as we please. This 'freedom of expression' is summed up in a 'free radio' and in a 'free press.' A radio and press 'free' to bring the full truth to the American people—'free' to speak out plainly and frankly—a radio and press *'free' of Government dictation.* Otherwise we will soon find ourselves without our freedom. If we lose our free radio (and our free press) we will be 'fed' untruths, or worse, our freedom of thought would be twisted and warped by dangerous 'half' truths. This Fourth of July (and the freedom of radio and press we have today)—points up one single plank adopted by the recent Republican National Convention in Chicago. It is a plank most of the radio commentators (and newspaper writers) passed over. But in the midst of a war—with the issues at stake in this Presidential campaign—it is a platform plank which is *vitally important.*

The Republican Resolutions Committee, and the full Republican Convention adopted this 'free press and radio plank' by unanimous vote: Here it is in full:

> 'In times like these when whole peoples have found themselves shackled by Governments which denied the truth, or, worse by Governments which dealt in half truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.'

The Republicans (as a party) add this to their platform: 'We insistently condemn any tendency to regard the press and radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law which will define in clear and unmistakable language, the role of the Federal Communications Commission. All channels of news must be kept open with equality of access to information at the

(Continued on page 222)

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

FREE RADIO EXPLAINED BY RADIO

(Continued from page 221)

source. If agreement can be achieved with foreign nations to establish the same principles it will be a valuable contribution to future peace. Vital facts must not be withheld. We want no more Pearl Harbor reports.'

There is the Republican platform guaranteeing a free press and radio. Within a few weeks the Democratic Resolutions Committee will begin its deliberations in Chicago. If we are to keep this precious freedom of expression in our country it certainly behooves the Democrats to be equally outspoken for a free radio, and a free press. Otherwise there will be a 'fundamental' issue in this coming Presidential campaign, the 'vital' issue of 'freedom of expression'."

FCC SETS UAW-CIO PETITION vs. WHKC FOR HEARING

The Federal Communications Commission has designated for hearing on August 15, 1944, at an hour and place to be designated, the petition of the UAW-CIO, Columbus, Ohio, directed against the Commission's grant without hearing on May 16, 1944, of the application of United Broadcasting Company (WHKC), Columbus, Ohio, for renewal of license; and directed that pursuant to provisions of Sec. 308(b) and 312(a) of the Communications Act the United Broadcasting Co. (WHKC) shall file with the Commission on or before the 5th day of August a statement of fact concerning the operation of its station WHKC, with particular reference to the allegations of the UAW-CIO petition, and as to whether or not the station has been operated in the public interest.

The UAW-CIO petition alleges that Station WHKC is throttling free speech and is, therefore, not operating in the public interest in that (a) the station has a policy not to permit the sale of time for programs which solicit memberships, discuss controversial subjects, race, religion and politics; (b) the station does not apply this practice uniformly, but on the contrary applies that policy "strictly to those with whom the management of Station WHKC disagrees, including petitioners, and loosely or not at all with respect to others"; (c) the station unfairly censored scripts submitted by petitioners.

HURRY! HURRY!

Please return "green" and "yellow" forms with 5th War Loan data

Approximately 375 "green sheet" reports were received at NAB from individual stations to Thursday noon (6). All stations whose bond reports for the June period are not en route to NAB (or sent) are urged to air mail them at once.

With generous station cooperation the industry will be able to determine quickly the amount of support which the industry placed behind the 5th War Loan campaign.

A generous sprinkling of "yellow sheet" reports, covering the July 1-7, incl., period of 5th War Loan promotion have also been received in advance. It is hoped that stations will also return the "yellow sheet" report by air mail if they have not done so.

The information from both sheets will be consolidated by NAB Research Department. When completed it will provide a "Report to the Nation" of what was done by the industry. Also included with station origination data will be the allocated war bond sustaining and commercial figures.

SPECIAL NOTICE TO MEMBERS OF ASSOCIATION OF WOMEN DIRECTORS

On July 10th over the Blue Network at 1:45 P.M. there will be a closing broadcast of the "American Home Campaign" of the Association of Women Directors. During the program, Mrs. LaFell Dickinson, new President of the General Federation of Women's Clubs, Mrs. Clara Savage Littledate, Editor of Parents' Magazine, and Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity, will be heard. There will be an announcement of the winners in a nation-wide letter contest, "What I Am Doing in My Home to Strengthen the Promise of a Happier Postwar World," and a possible presentation of winners.

During the past three months, 650 women have broadcast special material prepared by twenty-four leading national organizations pertaining to the subject of the American Home. This mass editorializing is one of the most significant developments in programming. The project has evoked high praise from broadcasters and lay leaders.

RTPB CHANGES NAME OF PANEL 5

It was announced on June 29 by Dr. W. R. G. Baker, chairman of the Radio Technical Planning Board, that the name of Panel 5 has been changed from "VHF Broadcasting" to "FM Broadcasting." This is in accordance with a request recently made by the Panel to the Radio Technical Planning Board. Membership of the Board voted by mail on the proposal. According to Dr. Baker the result of the mail ballot "was slightly in favor of the change." In the future this panel will be identified as "Panel 5, on FM Broadcasting."

Panel 5 has completed a report on "Standards and Frequency Allocations for Postwar VHF Broadcasting." These recommendations are now being prepared in blue book form for transmittal to the Radio Technical Planning Board. (Important points in the report are substantially as set forth on page 119 of NAB REPORTS, April 21, 1944.) It is anticipated the Board will act on both the FM and television reports in near future.

FUTURE LOANS POSE PROBLEMS

The 6th War Loan is the next big financial job facing the American people, the Treasury and broadcasting stations.

The weeks immediately ahead should give Treasury ample time to examine thoroughly American public opinion on bond buying, to determine policy and the proper approach to be followed in live and transcribed radio programs as well as in other media.

Present unavailability of transcribed Treasury programs is considered in most quarters a temporary expedient.

More promotion, not less, will be required to sell "E" bonds in the face of present European news and cutbacks in production.

In addition, campaigns must be originated to induce people to hang onto their bonds at the end of hostilities, as well as to buy post-war issues.

"TOWN MEETING" PROMOTED DRIVE OVER WROK

WROK brought "America's Town Meeting of the Air," Blue Network forum, to Rockford for the Fifth War Loan drive.

Admission to the broadcast was by the purchase of Series "E" bonds of $100, or larger, denomination. Show sold just under $500,000 in bonds—all Series "E."

KOB CO-SPONSORED $2,000 BOND CONTEST

A total of 116 commercial programs were sold by KOB, Albuquerque, to promote the Fifth War Loan drive. These programs included both transcribed Treasury and locally produced programs. One program was a daily report direct from war loan headquarters.

KOB joined with four other Albuquerque firms in sponsoring a contest for bond workers with $2,000 in war bonds as prizes. These prizes were offered to individuals and to organizations selling the highest totals during the drive.

35,000 SCHEDULES FOR KRNT LISTENERS

Postmen will deliver 35,000 copies of the 1944 Summer KRNT Listening Schedule to homes in Middle Iowa this week. Schedules are going to radio listeners in the sixteen towns surrounding Des Moines, whose newspapers carry the new KRNT advertising column, "Likely Listenin'."

Eight page publication, printed on newsprint, tabloid size, was designed by John Drake, station promotion manager.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, July 10th. They are subject to change.

Monday, July 10

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mexico.—Modification of C. P., **770 kc.**, 50 watts, unlimited.

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mexico.—License to cover C. P. (B5-P-2783) as modified and authority to determine operating power by direct measurement.

Wednesday, July 12

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—C. P., **1330 kc.**, 5 KW, unlimited (DA-day and night).

Federal Communications Commission Action

MISCELLANEOUS

WGAR—WGAR Broadcasting Co., Cleveland, Ohio.—Granted license to cover construction permit which authorized change in frequency from **1480** to **1220 kc.**, increase in power from 5 KW day, 1 KW night, to 5 KW day and night; changes in directional antenna for night use and move of transmitter to Broadview and Akins Roads, Broadview Heights Village, Ohio (B2-L-1808). And granted authority to determine operating power by direct measurement (B2-Z-1600).

WCBI—Birney Imes, Jr., Columbus, Miss.—Granted authority to determine operating power by direct measurement (B3-Z-1597).

WDUL—Head of the Lakes Broadcasting Co., Superior, Wis.—Granted license to cover construction permit for new high frequency (FM) broadcast station, **44500 kc.** (B4-LH-48).

WCAO—The Monumental Radio Co., Baltimore, Md.—Granted construction permit (B1-P-3630) to move formerly licensed RCA Mfg. Co., Type 1-D-B transmitter to east side of Park Heights Ave., 1.2 miles NW from city boundaries, near Baltimore, and operate as an auxiliary transmitter with 1 KW, using directional antenna. (Action taken June 21, 1944.)

The following applications for construction permits for *FM broadcast* stations, were placed in the pending files pursuant to Commission policy adopted February 23, 1943:

A. H. Belo Corp., Dallas, Texas; Fayette Broadcasting Corp., Uniontown, Pa.; Miami Broadcasting Co., Miami, Fla.; Northside Broadcasting Corp., Louisville, Ky.

E. F. Peffer, Stockton, Calif.—Placed in the pending files application for commercial television station, in accordance with Commission policy adopted February 23, 1943 (B5-PCT-56).

Western Mich. College of Education, Kalamazoo, Mich.—Placed in the pending files application for new noncommercial educational broadcast station, in accordance with Commission's policy adopted February 23, 1943 (B2-PED-32).

WIRE—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Denied petition for reconsideration of the Commission's action on April 25, 1944, denying the WIRE petition to reinstate application (B4-P-3302) for construction permit to change frequency and increase power. Also denied petition for rehearing directed against the action of the Commission on April 18, 1944, granting application (B4-P-3569) of South Bend Broadcasting Corp., for construction permit for new station to operate on **1490 kc.**, 250 watts, unlimited time.

Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted petition to reinstate application (Docket No. 6231) for construction permit to operate on **1050 kc.**, 1 KW, daytime only, and designated same for further hearing with new application (B2-P-3595) to operate on **1050 kc.**, 250 watts, unlimited time, to be consolidated with hearing on application of James F. Hopkins, Inc.

James F. Hopkins, Inc., Ann Arbor, Mich.—Granted petition in part, for reinstatement of application (B2-P-3291) for construction permit for a new station to operate on **1050 kc.**, 250 watts daytime only, and designated said application for consolidated hearing with Washtenaw application above.

WJZ—Blue Network Co., Inc., New York City.—Granted petition to intervene in the hearing on application of Albuquerque Broadcasting Co. (KOB) for modification of construction permit to operate on **770 kc.**, 50 KW, together with license to cover and authority to determine operating power.

Columbia Broadcasting System, Inc., New York City.—Granted motion for extension of time to file an appearance in re application for voluntary relinquishment of control of KFAB, and voluntary assignment of license of station WBT; extended same to July 26.

KFAB—The Sidles Co., Star Printing Co., State Journal Printing Co., and KFAB Broadcasting Co.—Granted motion for extension of time to file appearances in re KFAB and WBT applications above, extending same to July 26, 1944.

APPLICATIONS FILED AT FCC

640 Kilocycles

WCLE—United Broadcasting Co., Akron, Ohio.—Modification of construction permit (B2-P-3566) which authorized change of frequency, hours of operation, increase power, installation of directional antenna and move for change of transmitter site, changes in directional antenna and extension of time.

680 Kilocycles

WLAW—Hildreth & Rogers Co., Lawrence, Mass.—Acquisition of control of licensee corporation by Irving E. Rogers through purchase of 337 shares of common stock from Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, Executors under the will of Alexander H. Rogers.

810 Kilocycles

WGY—General Electric Co., Schenectady, N. Y.—Construction permit to make changes in the transmitting equipment of the auxiliary transmitter and decrease the operating power of the auxiliary transmitter from 50 KW to 5 KW.

1010 Kilocycles

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—License to cover construction permit (B3-P-3524) for a new standard broadcast station. Amended: to change name of applicant to The Century Broadcasting Company.

KWBU—Baylor University and Carr P. Collins, Corpus Christi, Texas.—Authority to determine operating power by direct measurement of antenna power. Amended: to change name of applicant to The Century Broadcasting Company.

1130 Kilocycles

WCAR—Pontiac Broadcasting Co., Pontiac, Mich.—Special service authorization to operate from 7 a. m., EST, to local sunrise with power of 250 watts for the period 9-1-44 to 4-1-45.

1150 Kilocycles

WCOP—Massachusetts Broadcasting Corp., Boston, Mass.—Transfer of control of licensee corporation from Arde Bulova and Harold A. Lafount to Iowa Broadcasting Company—5000 shares common and 500 shares preferred stock.

1230 Kilocycles

KELO—Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. Dak.—Construction permit to install new antenna. Amended: re changes in ground system.

NEW—Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, Marietta, Ga.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, power of 250 watts and unlimited hours of operation.

1240 Kilocycles

WHBU—Anderson Broadcasting Corp., Anderson, Ind.—Transfer of control of licensee corporation from L. M. Kennett and Cora C. Kennett to C. Bruce McConnell, Robert E. Bausman and Earl H. Schmidt.

WJMC—Walter C. Bridges, Rice Lake, Wis.—Authority to determine operating power by direct measurement of antenna power.

1450 Kilocycles

WLAP—American Broadcasting Corp., Lexington, Ky.—Authority to determine operating power by direct measurement of antenna power.

1490 Kilocycles

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Transfer of control of licensee corporation from Harold S. Woodworth to H. J. Quilliam—150 shares common stock.

FM APPLICATIONS

NEW—North Carolina Broadcasting Co., Inc., Greensboro, N. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43900 kc.** with coverage of 13,200 square miles.

NEW—KTRH Broadcasting Co., Houston, Texas.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47700 kc.** with coverage of 14,300 square miles.

NEW—Pawtucket Broadcasting Co., Pawtucket, R. I.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45100 kc.** with coverage of 3,760 square miles.

NEW—Eleanor Patterson, tr/as The Times Herald, Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46300 kc.**

NEW—Gannett Publishing Co., Inc., Augusta, Maine.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49100 kc.** with coverage of 3,968 square miles.

NEW—Poughkeepsie Newspapers, Inc., Poughkeepsie, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44300 kc.**, coverage of 10,198.5 square miles.

NEW—Consolidated Broadcasting Corp., Ltd., Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45700 kc.** with coverage of 7,000 square miles.

MISCELLANEOUS APPLICATIONS

NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WBNT to be operated on **1646, 2090, 2190, 2830 kc.**, power of 175 watts, A3 emission.

NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WJLF to be operated on **1646, 2090, 2190** and **2830 kc.**, power of 20 watts and A3 emission.

NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WGBD to be operated on **1646, 2090, 2190, 2830 kc.**, power of 3 watts and A3 emission.

NEW—WBNS, Inc., area of Columbus, Ohio.—License for a new special relay broadcast station, using the equipment licensed to WELE to be operated on **31220, 35620, 37020, 39260 kc.**, power of 2 watts and A3 emission.

WRCL—Columbia Broadcasting System, Inc., area of New York, N. Y.—License to cover construction permit (B1-PRE-441) for a new relay broadcast station.

KGEX—General Electric Co., near Blemont, Calif.—License to cover construction permit (B5-PIB-54) which authorized construction of a new international broadcast station.

WNBF-NEW—Wylie B. Jones Advertising Agency, Binghamton, N. Y.—Construction permit to change frequency from **44900 kc.** to **43700 kc.**, change type of transmitter and change coverage and location.

NEW—City of San Bernardino High School District, San Bernardino, Calif.—Construction permit for a new noncommercial educational broadcast station to be operated on **42900 kc.**, power of 250 watts and special emission. Amended: to specify type of transmitter.

KFBL—Frontier Broadcasting Co., area of Cheyenne, Wyo.—License to cover construction permit (B5-PRY-283) for a new relay broadcast station.

KFMB—Frontier Broadcasting Co., area of Cheyenne, Wyo.—License to cover construction permit (B5-PRE-430) for a new relay broadcast station.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission issued no complaints last week.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Detroit Soda Products Company, Wyandotte, Michigan, packing and selling a baking soda (bicarbonate of soda) designated "Crystal Brand Baking Soda," recommended for use as a remedy for various human ailments as well as for other purposes, and Aarons, Sill & Caron, Inc., Detroit, an advertising agency disseminating advertisements of the product, have been ordered to cease and desist from misrepresentations of the product. (5037)

Drug Profits, Inc., Ravenswood, W. Va., selling and distributing medicinal preparations designated "Phalene" and "Burtone," has been ordered to cease and desist from false advertising and misrepresentation of the preparations. (4893)

Preparatory Training Institute, 55 North Clinton Avenue, Trenton, N. J., engaged in the sale and distribution of courses of study and instruction intended for preparing students for examinations for Civil Service positions, has been ordered to cease and desist from misrepresentation. (4453)

Rex Diathermy Corp., 901 First Court, Brooklyn, manufacturing, renting, selling and distributing a device designated "Rex Diathermy Machine," has been ordered to cease and desist from false advertising and misrepresentation. (5145)

Rich & Company, 270 West 39th Street, New York, manufacturing and selling women's suits and other garments composed in whole or in part of wool, have been ordered to cease and desist from violation of the Wool Products Labeling Act of 1939 and the rules and regulations promulgated thereunder. The Commission finds that the respondents have violated the Act and the rules and regulations by failing to affix to their products the proper stamps, labels, or other means of identification required by the Act. (5144)

C. H. Stemmons Manufacturing Co. and as Airflow Arch-Ezur Co., 1024 McGee Street, Kansas City, Missouri, manufacturing and selling arch supports designated "Airflow Arch-Ezurs," has been ordered to cease and desist from misrepresentation of its product. (4882)

Vacu-Matic Carburetor Co., Wauwatosa, Wisconsin, manufacturing and selling a mechanical device designated "Vacu-matic" for attachment to automobile engines for the purported purpose of saving gasoline and otherwise improving engine performance, has been ordered to cease and desist from misrepresentation of the product. (3388)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Amstutz Hatcheries, with hatcheries located at Celina, Coldwater, New Bremen, Minster, Medina, Orrville and Canton, Ohio, and Frankenmuth, Mich., have entered into a stipulation to cease the use in their advertising or trade literature of statements such as "Baby Chicks from R. O. P. Pedigreed Males," "R. O. P. Pedigree Sired," "R. O. P. Enriched Baby Chicks" or similar terminology tending to convey the impression that such chicks are sired by U. S. R. O. P. males; representing by use of "R. O. P." terminology that the males used for mating are "individually banded" or other implications that the respondents participate in the National Poultry Improvement Plan, and that their hatcheries are U. S. Approved hatcheries, unless and until such time as their operations actually are conducted under such plan and meet all its requirements. (3850)

Arcady Farms Milling Co., 223 West Jackson Boulevard, Chicago, selling a dry dog food preparation designated "Arcady Dog Ration," has stipulated that in the dissemination of its advertising it will cease representing that its product or any other dry dog food preparation of substantially the same composition contains meat. (03223)

Babcock's Hatchery, Ithaca, New York, selling and distributing baby chicks, has entered into a stipulation to cease and desist from use of the terms "100% Pullorum Clean" or "Pullorum Clean" and from use of any similar term or representation tending to convey the belief that the flocks producing chicks sold by him have been tested for pullorum disease and approved by any official State agency having responsibility under the National Poultry Improvement Plan for the accuracy of such testing. (3854)

Fashion Jewelry Sales, 1617 Curtis Street, Denver, Colorado, selling and distributing novelty jewelry, has entered into a stipulation in which he agrees to cease use of statements, such as "Astonishing ring values priced to you at a fraction of their worth" or other representations tending to convey the impression that the sale price of the articles is substantially less than that for which articles of like value are customarily sold; representing that the sale price of articles of jewelry is maintained because of ceiling prices set on such articles by the Office of Price Administration when in fact there is no such ceiling price; use of such words as "replica diamonds" as descriptive of products not in fact true reproductions of the gems named, and from use of the word "stone" or "stones" in referring to insets that are not in fact stones, as that term is commonly understood in the jewelry trade. (3856)

General Fur Manufacturing Company, 48 West 27th Street, New York, selling and distributing fur garments, has entered into a stipulation. (3858)

Kroger Grocery & Baking Company, Cincinnati, and Ralph H. Jones Co., Carew Tower, Cincinnati, an advertising agency preparing advertisements for the products of the Kroger Company, have entered into a stipulation in which they agree to cease and desist from representing that Kroger's Clock Bread has a tonic effect upon the nerves; that it will correct dietary deficiencies or supply all the necessary body-building food elements, or that the bread contains any "supercharge" health factors. (03222)

Albert Lea Foundry Company and Jack K. Heimann, trading as The Heimann Company, both of Albert Lea, Minn., each engaged in the sale of a device designated "Konver-To-Kol" for use in converting oil burning heating units to coal burning units, have entered into a stipulation in which they agree to cease and desist from representing that the device or any other device of similar construction will burn all types and sizes of coal efficiency or that it will operate efficiently in any type of heating plant; from the use of any representation conveying the belief that all types of coal may be burned by using such a device without producing "bulky ashes" or ashes; from representing, by use of the statement "increased operating efficiency reduces tonnage of comparative hand-fired consumption" or by any other statement of similar implication, that oil burning furnaces equipped with such devices are more efficient than are conventional coal burning furnaces equipped with shaker grates. (3857)

Southeastern Hatcheries, Southeastern Hatchery, Satilla Hatchery, Peach State Hatchery, Cumming Hatchery and Hall Hatchery, 139 Forsyth Street, S. W., Atlanta, Georgia, and J. Harry Miller, trading as Poultry Exchange and as J. H. Miller, Sr., Chambersburg, Pennsylvania, each engaged in the sale and distribution of baby chicks, have entered into stipulations in which they agree to cease and desist from representing that chicks sold by them are from U. S. Approved R. O. P. parent stock; or from the use of any other statement or expression which tends to convey the belief that the chicks are of U. S. R. O. P. stock, or that they or their parents are produced in U. S. Approved hatcheries; and in the case of R. H. Fechtel, that he participates in the National Poultry Improvement Plan. (3852-3853)

Prunol Company, 450 Houston Street, N. E., Atlanta, Georgia, selling and distributing a medicinal preparation designated "Prunol," has stipulated to cease representing that the laxative action of Prunol arises solely or principally from its prune concentrate and mineral oil content. He also agrees to cease disseminating any advertisement in which the brand name Prunol is used without disclosing in type of equal size and conspicuousness that the product contains phenolphthalein, or which advertisement fails to reveal that the product should not be used when abdominal pains or other symptoms of appendicitis are present; provided, however, that such advertisement need only contain the statement, "CAUTION: USE ONLY AS DIRECTED," when the directions for use appearing on either the label or in the labeling contains a caution or warning to the same effect. (03224)

Table of Contents

January — June

Page

BROADCAST ADVERTISING

Audience Measurement 103
Avery Speaks at National Men's Wear Assn. Convention 17
Avery Speaks at NRDGA Annual Convention 8
Department Stores Use Radio 56
"Did You Say Patent Medicine?" 179
General vs. Retail Rates 179
KMBC Adopts New Station Advertising Theme 141
NAB Dept. Expanded 153
NRDGA Promotion Clinic 91–96
Open Letter to Young & Rubicam, Inc. 203
Per-Inquiry—Allen Miller Production 120
Per-Inquiry Deal—Pitluk Advertising Co. 11
Retail Promotion Plan Continues to Receive Radio Retailer Acclaim 120
Retail Promotion Plan Results 16
Retail Radio Advertising Must State Tax Separately 145
Sales Managers Executive and Research Committees Meet in Cincinnati 96
Sales Managers Hear "What Radio Buyers Want To Know" 40
Sales Managers Meetings 1–16–96
Standard Coverage Study Under Way 145
Station Coverage Prime Research Objective 109
"Strange Hold" Described as Caress of Freedom 193

DEFENSE

Advertisers War Effort Contribution 96
Armed Forces Radio Service Thanks NAB for Personnel Information 71
Army ET Has Wide Acceptance 180
Bond Booths on Docks 11
Broadcasting in the 4th War Loan 11–71–109
Bulletin on 5th War Loan 146–155–169
D-Day and the Radio Giant 189
More Treasury ETs for Sponsorship 31
Paper Rationing Affects You 11

Page

Solicit Complaints and Suggestions on 5th War Loan 199
Stations Ask for War Bond ETs 19
Stations Favor Continuance Bond Campaign 18
Stations War Effort Broadcasts 111–161
Voluntary Censorship Tightened 24
WROK Sponsors Showing of War Film 85

ENGINEERING

Crystals Now Available 89
District Engineering Committee 10
Fixed Condensers Available 110
FM Broadcasters Meet 25
FM vs. AM Television Sound 64
Industrial Sound Equipment 110
NAB Develops Training Technique for Women Studio Operators 83
NAB Operator Training 56–71
NAB Technician Pool 110
Two NAB Staff Directors Address IRE Convention 26

FEDERAL COMMUNICATION COMMISSION

Adair New Chief Engineer 58
Appropriations 24–33–92
A T & T Test in 12 Bands Is Approved 205
Chairman Fly Meets with NAB Small Market Stations Committee 178
Chairman Fly Speaks at FMBI Meeting 33
Fly-Wheeler Hail Radio 171
Change in Transcription Rule Not Yet Effective 178
Committee Appoints John J. Sirica as General Counsel 104
Craven to Leave Commission 159
Data re 100-Watt Standard Broadcast Stations 140
Hudson to Assist Fly 156
Identification Break Waived 25
Inquiry on Railroad Use of Radio 146
Inspection of Records—Order No. 118 18
Jett Nominated to Commission 7–58
Jorgensen Joins Navy 92
Leonard Marks Heads New Facilities Section 193
NAB Comments on Proposed Electrical Transcription Rule 204
NAB Files Brief on FCC Order 118 Amending Rule 1.5 51
Networks Warned on FM Broadcasting 168
New Application Form 216
New Multiple Ownership Order 31
Newspaper Case Closed 7
Number of Stations—914 42
Number of Stations—918 113
Number of Stations—920 in April 164
Number of Stations—923 in May 208
Policy on C. P.'s Clarified 23
Proposed Network Recording Rule 31
Railroad Hearings Set 216
Relay Station Broadcast Licenses Adjusted 180
Renewal Forms Revised 191
Reports FM Bursts to RTPB 192
Revises Multiple Ownership Compliance Procedure 101
RID Alerted 193
Rock Island Permits Granted 180
Rules Amended on Commencement and Completion of Construction 216
Television Multiples Increased 160
Transcription Announcements 159
Transfer of Control Regulation 12
W. Ervin James, Aide to Navy 105

GENERAL

Advertising Federation Calls Off Its Annual Convention 122
Air Corps Casualties Available to Industry 145
American Library Assn. Spots 170
"America's Secret Weapon" Film Available to Stations 147
Boy Scouts Thank NAB 205
Broadcast Pleas Reduce Army Depot Absenteeism 4

Page
Canadian Assn. of Broadcasters Convention 61
Certificate of Appreciation to Dr. Armstrong 214
College Degrees in "Radio Journalism" Seen by NAB Radio News Committee 26
Committee Studies College Radio Courses 32
D. A. R. Demands Free Radio 163
"Daylight Saving" Time 154
Educators Request More Channels 32
Honorable Chan Gurney on Free Speech 103
Identification Break Waived 25
Imported U. S. Radios and Domestic Production Maintain Listening in Britain 19–57
Industry Receives Signal Corps Certificate of Appreciation 205
Industry Thanked by Infantile Paralysis Foundation 55–65
Industry Thanks "Fibber" McGee and Molly for D-Day Coverage Plug 192
Information Wanted on Infringement of a Radio Idea 89
Information Wanted on Matthew Halton Radio Award 164
Information Wanted on "Rape of Radio" Book Cover 19
Inquiry on Power Rates 110
Jack Hopkins, Continues as President of the Florida Assn. of Broadcasters 121
Murphy Buys KSO 156
NAB Receives Red Cross Citation 160
National Assn. of Evangelicals Questionnaire 11
National Music Week 141
National Thrift Week 11
Nebraska Broadcasters Hold State Meeting 180
New Award Is Created for Radio Contribution to Cause of Democracy 139
No Attempts to Influence News by Advertisers 56
No More "Disclaimers" 118
"On the Air" Will Show Anywhere 105
Oregon-Washington Broadcasters Meet 96–104
Peabody Award Winners 135
Program Log Information Wanted 110
Proposed Sale of WBT 33
Proprietary Assn. Code of Advertising Practices 198
Radio Does a Job 77
Radio Figures Prominently in Ad Club War Projects 179
Radio Largest Source of War News 141
Radio Pays Tribute to the Y. M. C. A. Centennial 206
Radio Praised for D-Day Coverage 205
Railroads Test Radio Train Communication 121
Ray C. Ellis Addresses RMA Conference 192
Republican Convention Radio Coverage Great Engineering Feat 215
Republican National Convention Plank on Freedom of Press and Radio 214
Send Military Addresses to NAB 83–85–137
Stations Study Public Likes and Dislikes 56
Trammell Extols Radio and Press 4
Union Theological Seminary Undertakes Radio Survey 193
War Department Certificate of Appreciation 213
WLS Has 20th Birthday 111
Women Staff New NBC Show 91
WOW Begins 22d Year 111
WRVA Announcements Recover Sailor's Bag 70

GOVERNMENT

Cohen to London 168
Crystals Now Available 89
D. Thomas Curtin WMC Radio Chief 104
FTC Report on Radio 12
Fetzer Replaces Ryan at Censorship 69
George P. Ludlam Succeeds Philip H. Cohen at OWI 120
Glenn Henry Leaves WPB 199
Internal Revenue—Talent Tax Status 63
McIntosh Leaves WPB 159
More Treasury ETs for Sponsorship 31–57
Navy Dept. Compliments NAB 41
OWI Needs Overseas Personnel 64–122

Page
Policy on C. P.'s Clarified 23
Smith Is New Treasury Radio Chief 169
Sub-Committee Considers "Daylight Saving" 154
U. S. Communications Representatives Confer with Colombian Government 194
U. S. Office of Education Plans Better Equipment for School Radio 216
Voluntary Censorship Tightened 24
War Dept. Recognizes NAB Activity 31
WMC Continues Broadcasting in Essential Category 70
WMC Manpower Budget Plan 83
WPB Interprets P-133 154

LABOR

AFM Walks Out in WJJD Case 197
Assigned Announcer Fee Principle Opposed 177
Commission Employees—New Policy 2
William Green, Prexy, Says WJJD Strike Unauthorized 118
Hillbilly Recruits War Labor Over KWKH 207
Information Needed on Membership of Women Technicians in IBEW Unions 191
Pancake Turners 52
Wage and Hour (Talent Fees) 15
Wage Stabilization Extended 178
WCOV Wins Arbitration Award 102
WJJD Presents Case 159
WLB Statement on Voluntary Bonuses 160
WMAL Case 136
WMC Appeals Procedure Modified 53

LEGISLATIVE

Brown and Rankin File Bills Affecting Radio 65
Brown Bill H. Res. 431—Study and Investigation of News Released to Armed Forces 65
Clark Committee Hears Inter-Lochen Ban Story 89
International Communications Investigation 83
Limitation on Advertising Broadcasts S. 814 190
NAB Committee Considers White-Wheeler Bill 177
NAB Committee Meets with Chairman Wheeler 70–83
NAB Reviews Legislative Position 190
NAB Revises Legislative Recommendations 24
Prohibit Interference with the Broadcasting of Non-Commercial Cultural or Educational Programs—S. 1957 191
Rankin Bill H. R. 4151—Libel and Slander 65
Wheeler-Fly on Future of Communications 171

MUSIC

BMI Board Meeting 197
Broadcasters Want Stronger BMI 62
Clark Committee Hears Inter-Lochen Ban Story 89
Commodore Records 53
Haverlin Leaves BMI—Joins MBS 89
Harold Ryan Elected President of BMI 118
NAB Music Committee Confers with ASCAP 139
Resolution Adopted 154
WJJD Presents Case 159
WLB to Consider Petrillo Matter 95
WPB Cites A. F. of M. Officers 135

NATIONAL ASSOCIATION OF BROADCASTERS

1944 Membership Certificates 105
Annual Convention 31–197
Assn. of Women Directors Stage Big Event 57
Audience Measurement Bureau Committee Meets 31
Avery's Talk Before NRDGA Convention 8
Board Meetings 15–136–153
Brief Filed on FCC Order 118 Amending Rule 1.5 51
Broadcasters Discuss Essential Character of Radio 79
Broadcasters Want Even Stronger BMI 62
By-Law Change 153
Canadian Assn. of Broadcasters Convention 61
Code—Controversial Issues 77

Page

Comments on Proposed Electrical Transcription Rule 204
Convention Site and Program Committee Meet 9
District 2 78
District 3 79
District 6 69
District 8 39
District 10 39
District 12 63
District 13 62
District 14 41–53
District 15 104
District 16 54
District Engineering Committee 10
District Meeting Resolutions 39
District Meetings Schedule 1–7–15–25
Fetzer, John E.—8th District Director 39
Finance Committee Meet 9
Gillin, John J.—10th District Director 39
Hager, Kolin—2nd District Director 78
Legislative Committee Considers White-Wheeler Bill 177
Legislation Committee Meets with Chairman Wheeler 70–83
Legislative Position Reviewed 190
Music Committee Confers with ASCAP 139
Navy Dept. Compliments NAB 41
News Committee Plans Council on Radio Journalism 214
News Sub-Committee Meets 18
Non-Member Stations Invited to Affiliate with NAB 197
Operator Training 56–71
Program Managers Executive Committee Meet 10
Public Relations Meetings 1–25
Radio News Committee 26
Radio News Committee Work Gets Further Co-operation 121
Revised Legislative Recommendations 24
Ryan, J. Harold—New President 29–118
Ryan, J. Harold Expresses Faith in Broadcasting's Future 117
Ryan, William B.—16th District Director 54
Sales Managers Hear "What Radio Buyers Want To Know" 40
Sales Managers Meetings 1–16
Salt Lake City Broadcasters Meet with Egolf and Avery 54
Small Market Stations Committee Examines Study of Group Selling 167
Small Market Stations Committee Meets with Chairman Fly 178
War Dept. Recognizes NAB Activity 31
Way, William B.—12th District Director 63
Wooten, Hoyt B.—6th District Director 69
Yocum, Ed—14th District Director 41–53

PROMOTION

Design Technique Versus Service Requirements—Irwin W. Stanton 45
Kansas City Goes in for Kid Shows 42
KMBC Issues Service Brochure 105
KRNT Column in 16 Iowa Papers 199
KRNT and KSO Launch "Food for Freedom Fair" 105
KROY Tells of Public Service 164
KTSW Establishes Radio Scholarship 156
KXOK Has New Type Public Forum Broadcast 121
KXOK's "Jobs for Heroes" Gets Results 84
Post-War Radio Service 45
Radio in Service of Home and Nation—Arthur Stringer 48
Three Stations Combine to Promote Knoxville Market 180
War Effort Reports 111–161
Wave Sells in 4th War Loan Drive 70
WBIG Plans Morale Series 155
WBIG to Originate Network Series 199
WBZ Free Radio Workshop Begins July 6 217

Page

WBZ Warcasts Increase Production, Raise Morale 111
WGAR and WJR Survey 75 Stations 56
WGAR's Library Promotion 32
WIOD's Bond Promotion Clicks 217
WJAG Serves in Emergency 170
WJR Brochure—"Victory F.O.B." 110
WOPI Observes 15th Anniversary 199
WOWO's "Proudly We Hail" 147
WQAM Issues "Service" Brochure 164
WQAM Juvenile Delinquency Program 163
WRVA Campaign Producing "Smokes for Our Wounded" 170
WRVA Careless Talk Slogan Contest 90
WTAG Show Produces Bond Sales 206
WTIC's Unique Wartime Program 141
WWNC Issues News Program Schedule 199

PUBLIC RELATIONS

American Home Campaign Contest 85
Children's Programs Discussed 179
Deadline on Photos for NAB Public Relations Book 193
Egolf Addresses Radio Council of Greater Cleveland 26
Egolf Speaks on Venereal Diseases 147
Fifteenth Institute for Education by Radio 123
KFI Points Up Fight on Venereal Diseases 147
KTSM Booklet on El Paso Radio Forum 85
Lewis, Dorothy Schedule Southern Tour 85
Meetings 1–25
NAB Assn. of Women Directors Stage Big Event 57
NAB Participates in Ohio Institute 155
Radio Councils Activities 19–26
Radio Facilities and Activities Surveyed in New Jersey Schools 207
Radio Farm Directors Organize Assn. 154-155
Radio Women at White House 198
Results of AWD General Survey of Women's Programs 122
Rochester Hospital Council Broadcasts 91
"Tell Us About Radio"—WGAR 90

RADIO TECHNICAL PLANNING BOARD

Panel 3 Meeting 55
Panel 4 Meeting 2–154
Panel 5 Meeting 56–162
Panel 6 Meeting 64
FCC Reports FM Bursts 192
FM and Television Panel Meeting 119

RESEARCH

Data re 200 to 500-Watt Stations 121
Population Shifts 65
Radio Families—January 1 17
Research and Sales Managers Exec. Committees Meet in Cincinnati 96
Station Coverage Prime Research Objective 109
Standard Coverage Study Under Way 145

SELECTIVE SERVICE

Communications Common Carriers Denied Deferments 109
New Developments 95
WMC Continues Broadcasting in Essential Category 70

TAXATION

How to Mention Federal Excise Tax in Retail Radio Advertising 167
Retail Radio Advertising Must State Tax Separately 145
Talent Tax Status 63

TELEVISION

Joyce Forecasts Television at NRDGA Promotion Clinic 96

Page

- Small Market Stations in Television 168
- Television in Spotlight 145
- Television Meeting 32
- Television Multiples Increased 160
- Television Stations Listed 32

TUBES
- NAB Predicts More Tubes in Last Half of Year 214
- Views on Production Differ 2

NAB SPECIAL BULLETINS

A. F. OF M. .... #24–28

Page

THE BEAM .... Vol. 2, #1–2

BROADCAST ADVERTISING .... #9–11

INFORMATION .... #17

LEGISLATIVE .... Vol. 12, #1–10

MUSIC .... Vol. 12, #1

REEMPLOYMENT .... #1

SELECTIVE SERVICE .... #17–22

SWAP BULLETIN .... #46–51

NAB Reports

THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 28, July 14, 1944

PROPOSED BY-LAW AMENDMENTS

Pursuant to the provisions of the By-Laws official notice is hereby given to all stations of the following proposed amendments to the By-Laws. These amendments will be submitted for action at the business session of the forthcoming Annual Meeting (NAB Executives War Conference) to be held in Chicago, August 28 to 30 inclusive.

Proposal 1. Amend Article IV to read as follows:

"ARTICLE IV

"DUES

"*Section 1.* Effective January 1, 1945, each active member shall pay dues on net receipts from the sale of time received during the previous calendar year. Net receipts from the sale of time are defined as billings based on gross rate for broadcasting service less time and advertising agency discounts, if any, and including net billings to the networks. No member shall be required to state its actual volume but to name annually to the Secretary-Treasurer on his call the class into which its volume falls. It is understood that each Active Member is honor bound not to name a smaller classification than that into which its volume actually falls.

"The annual dues shall be payable monthly in advance.

"For the purposes of determining dues, the stations shall be classified as to range of income as follows:

Class	*Range of Income*	
A	$ 0	$ 15,000
B	15,001	36,000
C	36,001	60,000
D	60,001	80,000
E	80,001	120,000
F	120,001	160,000
G	160,001	200,000
H	200,001	300,000
I	300,001	400,000
J	400,001	500,000
K	500,001	600,000
L	600,001	700,000
M	700,001	800,000
N	800,001	900,000
O	900,001	1,000,000
P	1,000,001	2,000,000
Q	2,000,001	4,000,000
R	4,000,001	6,000,000
S	6,000,001	8,000,000
T	8,000,001	10,000,000
U	10,000,001	12,000,000
V	12,000,001	16,000,000
W	16,000,001	20,000,000
X	Over 20,000,000	

"The Board of Directors shall determine each year the monthly dues applicable to each of the above classifications, and the schedule of dues so adopted shall be mailed to each member station at least 30 days prior to the beginning of the fiscal year to which the schedule is applicable.

"*Section 1A.* Effective January 1, 1942, active members whose stations are located in the territories or insular possessions of the United States shall for the duration of the war pay dues upon the basis of fifty per cent of the dues provided in Section 1 of this Article.

"*Section 2.* The Board of Directors shall determine the dues for various classes of Associate Membership."

NOTE: The foregoing amendment is proposed by the unanimous vote of the Board of Directors. In discussing the suggestion the Board voiced the opinion that the amount of the dues attaching to each classification should not be "frozen" in the By-Laws. The Board feels that greater flexibility in looking after the financial affairs of the Association would be produced by the adoption of the amendment. Under the By-Laws the Board is given authority to authorize expenditures without any restrictions. They feel that similar authority should be given them with reference to the raising of revenue.

Proposal 2. That Article V, Section I (a) of the By-Laws be amended by adding thereto the following proviso:

Proposal 2: "That there be added to Article V, Section 1-A the following proviso:

" 'Provided the Board of Directors shall have power by a two-thirds vote of its members present at a duly called meeting or by a two-thirds vote by mail ballot to cancel any annual meeting if it is deemed such action is necessary or desirable in the public interest.

" 'In event of cancellation of the annual meeting the District Director members of the Board shall constitute a nominating committee for the purpose of nominating Directors-at-Large for the ensuing one year term, and the President shall be authorized to accept by mail in accordance with the provisions of Article VII, Section 4, nominations from the respective networks for Network Directors. Such nominations shall be presented to the membership in writing after which 15 days shall be allowed for filing additional nominations endorsed in a petition signed by any ten members of the Association in good standing. Within 30 days thereafter a complete list of all nominations shall be mailed, together with a secret ballot, to all members in good standing of the Association. All ballots shall be returnable to the Secretary-Treasurer. The President shall appoint an Elections Committee of not less than three, nor more than five members who shall, with the Secretary-Treasurer within 20 days after the mailing of such ballots canvass such ballots and announce the result of such election. Directors-at-Large and Network Directors thus elected shall serve for one year or until the next annual meeting.' "

NOTE: This amendment is recommended by the Board Sub-Committee on By-Law Revision. The purpose of the proposal is to meet the situation which would arise in event emergency conditions required the cancellation of the Annual Membership Meeting. As the By-Laws now read, no machinery is provided for the nomination and election of Directors-at-Large except by nomination from the floor at the Annual Membership Meeting and balloting at that

(Continued on page 232)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

PROPOSED BY-LAW AMENDMENTS

(Continued from page 231)

same meeting. The proposed amendment would make it possible to hold a referendum vote if emergency conditions necessitated such procedure.

Proposal 3: Amend Article VII, Section 4 to read as follows:

"Section 4. Nominations of Directors-at-Large and Network Directors. Nominations for each of the six Directors-at-Large, as defined in Section 2, above, may be made, in the alternative, as follows: Each duly accredited representative of an Active Member in attendance at the annual membership meeting shall be provided at the time of registration with a nominating ballot and with a certified list of all persons eligible to be nominated as Director-at-Large in each of the respective classifications; each such representative shall be entitled to write in the space designated on said ballot the names of two persons from among the names appearing on the certified list in each classification. The representative shall then sign his name to such nominating ballot and deposit the same in a receptacle to be conveniently provided therefor. At the opening of the general sessions on the second and third days of said Annual Membership meeting the Secretary-Treasurer shall post on a bulletin board located in the room where the sessions are held a complete list of all nominations deposited during the previous day; Provided, that the Elections Committee, hereinafter provided for shall certify to the Secretary-Treasurer the eligibility of the persons nominated for election in the class for which they are nominated. At the business session of said membership meeting, which shall be held not earlier than the afternoon session of the second day thereof, additional nominations for Director-at-Large in any classification may be made from the floor. Nominations thus made shall be posted as nominated. During the morning session of the second day of the annual meeting, each of the said respective networks shall certify to the President its nominee or nominees for Network Director, as defined in Section 2, above, whereupon such nominees shall be deemed to have been placed in nomination, and shall be so reported to the members during that session."

Note: This amendment is likewise recommended by the Board Sub-Committee on By-Law Revision. Its purpose is to liberalize the method of nominating Directors-at-Large. Under the By-Laws as they now read nominations can be made only from the floor at the business session. The amendment would permit any member in good standing to file nominations during the convention prior to the holding of the business session. It likewise retains the right of nomination from the floor.

WAGE ORDER AFFECTS BROADCASTERS

The Wage and Hour Division of the Department of Labor recently issued a wage order which affects all broadcasters. Effective July 17, the order provides: "Wages at a rate of not less than forty cents per hour shall be paid under Section 6 of the Act by every employer to each of his employees who is engaged in commerce or in the production of goods for commerce in the Communications, Utilities, and Miscellaneous Transportation Industries, * * *." The order further provides that the employer "shall post and keep posted in a conspicuous place in each department of his establishment where such employees are working such notices of this order as shall be prescribed from time to time * * *." The scope of definitions, according to the order, covers all occupations which are necessary to the operation, including clerical, maintenance, and selling occupations. As previously stated, the order becomes effective July 17.

"DON'T CHANGE HORSES IN THE MIDDLE OF THE STREAM"

Chairman James Lawrence Fly of the FCC made public his reply to the protest by the copyright owners that their musical composition "Don't Change Horses in the Middle of the Stream" had been barred by the major networks on the ground that it possesses political significance. Chairman Fly's letter follows:

"I have received your telegram of June 30, 1944, in which you allege that your musical composition 'Don't Change Horses in the Middle of the Stream' has been barred by NBC, CBS, Mutual and the Blue Networks on the ground that it possesses political significance.

"Under the Communications Act of 1934, as amended, the Commission possesses no affirmative powers with respect to particular presentations over radio stations, except broadcasts by candidates for public office which fall within the scope of Section 315 of that Act. The matter of which you complain is not within the purview of Section 315. The Commission's power with respect to the programs of existing station licensees is limited to determining in the light of the station's entire operation whether the station has been operating in the public interest.

"The statutory duty to operate in the public interest includes the obligation to afford a well-rounded, and not one-sided presentation of controversial public issues. From the single incident which you recite it could not be concluded that the organizations involved are pursuing a one-sided and biased policy. The utmost which you contend is that the networks have made an erroneous and unwarranted judgment as to the character of the song.

"Your interest in calling this matter to our attention is appreciated."

PROGRAM MANAGERS START SERIES OF BULLETINS

Beginning with this issue of NAB Reports and scheduled at least monthly hereafter, the NAB Program Managers' Executive Committee presents a series of articles on the job of programming and being a program manager. Members of the Committee and others selected because of their ability and experience will analyze the entire radio programming picture.

These articles are to appear as "Special Program Manager's Bulletins" and will be numbered so that they may be collected and preserved in a special folder in station program departments. They will constitute an excellent program manager's handbook.

The first articles, presented this week as "Special Program Manager's Bulletin No. 1," are the "Foreword," by Harold Fair, Program Director of WHO, Committee Chairman, and "The Program Manager's Obligation to Management and Audience," by Irvin Abeloff, Program Service Manager of WRVA, Committee member.

Harold Fair, as Committee Chairman, invites the reaction of station managers and program managers to this series.

The project was authorized by the Committee early this year and articles have been in preparation since that time under the direction of Abeloff and George Sutherland, WFCI.

INCREASED PRODUCTION EXCLUDES RADIO

NAB investigated the situation following radio and press reports of early resumption of civilian goods production. Inquiry was limited to facts concerning turntables, transmitters and microphones. Findings follow:

1. New transmitters will be unavailable for domestic use at least until 1945.
2. New turntables, same.
3. New microphones are believed to be in sufficient supply so as to eliminate any "hardship." Supply will be used for replacement, not to increase the number of "mikes" in use.

PANEL 4 ALLOCATION MEETING

The second meeting of the Allocation Committee P4a was held on July 11 at the Hotel Statler in Washington. This Committee is the allocation group of Panel 4 on Standard Broadcasting.

Present at the meeting were the Chairman, A. D. Ring; Vice Chairman, Stuart L. Bailey; Secretary, Clyde M. Hunt. Approximately 35 committee members, alternates and observers from several governments attended the meeting. Howard S. Frazier, Panel 4 chairman, was also present.

The session opened shortly after 10:00 a. m. and adjourned at 6:00 p. m., with a brief recess for lunch. The following reports were recommended by the Committee for approval by the panel:

1. "Proposed Standards for Determining Areas and Populations Receiving Primary Service from Broadcast Stations," by George P. Adair.
2. "The Use of Ultra High Frequency Relays to Control Standard Broadcast Satellite Transmitters," by Grant R. Wrathall.
3. "Standards of Measurement in Connection with Proof of Performance Data on Directional Antennas to be Submitted to FCC," by Stuart L. Bailey.
4. "Operation of Compressor Amplifiers," by Italo A. Martino.
5. "Recommendation for a Flat Transmitter Audio Frequency Response Characteristic." (This proposal already adopted by the Panel 4 Transmitter and Receiver Committees.)

Other subjects discussed by the Committee were as follows: The Use of Inter-city Program Radio Relays, Blanketing Interference Standards, the Use of Frequencies from 200 to 400 KC and 3 to 17 MC for Rural Coverage, A Proposal for a Standard Frequency Control Station of Sufficient Power to Serve the North American Continent, Horizontal Power Increases for Standard Broadcast Stations of All Classes, and Methods of Establishing Interference .Standards When such Interference Results from Two or More Stations.

Although no date was set for the next meeting, the committee is now endeavoring to complete work on all remaining agenda items. It is probable the next meeting will be held early in September.

SPEEDY ACTION FOLLOWS APPEAL TO STRIKERS OVER 5 PITTSBURGH STATIONS

EDITOR'S NOTE: *How broadcasting delivered in a Pittsburgh emergency and saved several thousand tons of invasion steel is told in the following story . . . all of which proves that "Radio Reaches People."*

On Thursday, June 14, at 8 o'clock PM, there occurred a flash one-day strike of about 60 men in three crews of the "C" soaking pits at the Pittsburgh Works of the Jones & Laughlin Steel Corporation. The "soaking pits" are the heating furnaces where steel ingots are heated to exact temperature for rolling (about 2400°F.) Since all steel to be rolled must pass through these furnaces the strike immediately resulted in slowing down other operations. If it had continued through a second day, the entire works might have been shut down, throwing 10,000 persons out of work and losing 6,000 tons a day of steel for the invasion.

After a Friday forenoon meeting of government conciliators and Navy officers with union local officials, it was believed that the sixty men in the 3 soaking pit crews might be induced to start back to work on the 4 PM turn, that day, and thus avert the disaster of closing an entire big steel works in this critical hour.

Some of the men could be reached by telephone or telegraph but the idea of turning to radio as the quickest method of getting word to the 60 men on strike occurred to Commissioner Charles R. Ward, United States Conciliation Service. Accordingly, he prepared the following brief spot announcement:

"A meeting is called by the Government officials for the Jones & Laughlin Steel Corporation "C" Pits crew at A.O.H. Hall, 2715 Sarah Street, at 2 o'clock this afternoon."

The Publicity Department of Jones & Laughlin, with less than an half-hour time-margin, before the noon news broadcasts, immediately got in touch with the station managers of KDKA, WJAS, WCAE, KQV, and WWSW. Sensing an opportunity to be of immediate practical service to the war effort, the 5 Pittsburgh radio stations each had the notice broadcast between noon and 1:30 p. m., in some instances, more than once.

Here are the interesting results. Of the 60 men the notice was intended for—60 individuals in a possible 1,000,000 listening audience—exactly 54 showed up. Each man stated he either heard or was told of the radio call. The strikers listened to Commissioner Ward, Lieutenant Charles Dunlop, USN, and their local officials and voted to go back to work.

The first crew was on the job at 4 o'clock, the regular hour for going to work. The soaking pits resumed their functions and the great steel works, 100% on war production, was saved from a complete shut down.

The officials of the Jones & Laughlin Steel Corporation credit radio with doing a remarkable and patriotic job of making it possible to end a work shut down that would have lost several thousands more tons of invasion steel. As it was about 1,000 tons of steel production were lost by the one-day walk out.

WHAS HAS FULL-TIME RELIGIOUS COORDINATOR

On the first of August C. E. Burns becomes the full-time Religious Coordinator of station WHAS, Louisville. His appointment by Manager W. Lee Coulson is in line with the station's determination to improve devotional programs on the air.

For the past two years WHAS has been endeavoring to better the quality of its daily devotional programs with ministers of various denominations presiding. After this period of experimentation it was believed that greater progress would be made by finding the proper leader and putting him to work.

In Mr. Burns the station feels that the proper man has been found. For the past four years he has been President of Milligan College in East Tennessee. In addition to broad experience in religion and religious education Mr. Burns has had training and experience in teaching, in personnel and social science work.

Program will be fifteen minutes, Mondays through Fridays. Its aim will be to help listeners to be better men and women, to live happier lives. Program will be non-denominational in character and will stress church attendance at the church of the individual's choice.

PARENTS ACCLAIM NEW WMAZ PROGRAM

WMAZ, last year's duPont Award winner, has come forward with another public service series which is receiving highest praise from Macon parents and teachers. Program is called Juke Box Parade and runs for 45 minutes each afternoon at 4 o'clock.

Four boys and four girls of high school age, selected by city's Teen-Age Club director, participate each afternoon and, after invitation appearance, may return for any subsequent programs.

Tables are set up in studio and drinks and ice cream are "on the house." A juke box plays recordings called for by the boys and girls who dance to the music. During the program each reads a commercial announcement with $1 awards to the best boy and best girl announcers. There's a jitterbug contest on Friday for a $5 prize.

"Red" Cross produces the programs and plays accompaniment for Lew Kent and Walter Graham who alternate daily in singing one song, while other MC's that day's program. After the song any boy or girl may attempt same selection and for "adequate" performance receives $5.

Parents are enthusiastic over station's attempt to keep teen-agers busy either in studio or home at a radio. Forty school teachers who observed a broadcast last Friday told station Manager Wilton Cobb "it is the finest thing WMAZ has ever done for Macon's young people."

NOTES FROM LISTENER ACTIVITY OFFICE

Dorothy Lewis will address the Westinghouse Radio Workshop at KYW on July 12th, speaking on the subject of "Listeners and Broadcasters, Partners in Progress." While in Philadelphia, she will confer with Ruth Chilton, President of the Association of Women Directors.

On Thursday, July 13th, there will be an organization meeting of the New York Radio Council at the Town Hall Club. At that time, broadcasters and representatives of organizations and educational institutions will discuss plans for council projects. Mrs. Harold V. Milligan, of the National Council of Women, temporary chairman, will preside.

Dean John E. Drewry of the University of Georgia, Mr. Edward Weeks, Editor of the *Atlantic Monthly*, Mrs. Elizabeth Ames of the George Foster Peabody Foundation, and Dorothy Lewis, NAB Coordinator of Listener Activity, will hold a planning meeting on next year's Peabody awards on Thursday, July 13th, in New York City.

On July 15th, there will be an "Inter-City Quiz" by two radio councils—Omaha and Des Moines. There will be studio audiences in each city and executives of each radio council will serve on the panels. Among those participating in Des Moines are Edward Barrett, Director of Radio at Drake University, Forrest Spaulding of the Des Moines Public Library. Mr. Woody Woods of WHO arranged the broadcast.

An Intermountain Radio Conference is to be held at the University of Utah, Wednesday, July 19, under the joint auspices of the Summer Session and the Intermountain Radio Council. Organizations affiliated with the Intermountain Radio Council have been invited to send two representatives, preferably the President and the person designated as the Radio Chairman.

The program is as follows:

10:00 a.m.—Dr. Roald F. Campbell, Chairman
"The Role of Radio in Education"—Dean John T. Wahlquist
12:00 noon—Luncheon—Mrs. Charles L. Walker, Chairman
Talent Program by KDYL and KSL artists
2:00 p.m.—Ralph W. Hardy, Program Director, KSL
"Understanding Radio Production"
7:00 p.m.—Alvin G. Pack, Program Director, KDYL
Radio Demonstration and Clinic

Federal Communications Commission Docket

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, July 17. It is subject to change.

Thursday, July 20

WSAP—Portsmouth Radio Corporation, Portsmouth, Virginia.—C. P., **1240 kc.**, 250 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

WJJD—H. Leslie Atlass, Ralph L. Atlass & Ralph Louis Atlass (Transferors), Marshall Field (Transferee), WJJD, Inc. (Licensee), Chicago, Ill.—Granted consent to transfer control of WJJD, Inc., licensee of station WJJD, from H. Leslie Atlass, Ralph L. Atlass and Ralph Louis Atlass (Transferors) to Marshall Field, representing 7875 shares, or 52.5 per cent of the issued and outstanding common stock, and 259½ shares, or 28.8 per cent of the issued and outstanding preferred stock of the licensee for a consideration of $696,000 for the shares, plus or minus an adjustment in price for any increase or decrease in net worth of the licensee between January 31, 1944 and the "Accounting date." (B4-TC-372).

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted modification of license to change main studio location to Chicago, so that station will be identified as a Chicago station in lieu of Gary, Ind. (Comr. Walker voting "No").

George T. Morris, Wilmer D. Lanier and J. Newton Thompson, d/b as Dublin Broadcasting Co., Dublin, Ga.—Granted construction permit for a new station, pursuant to policy of January 26, 1944, to operate on **1340 kc.**, with power of 250 watts, unlimited time (B3-P-3586).

Western Radio Corp., Pasco, Wash.—Granted construction permit for new station, pursuant to policy of January 26, 1944, to operate on **1340 kc.**, with power of 250 watts, unlimited time (B5-P-3587).

KGEK—Elmer G. Beehler, Sterling, Colo.—Granted modification of license to change hours of operation on Sunday in order to operate from 2:30 to 4:45 p. m. MST (B5-ML-1197).

Stanley G. Boynton, Detroit, Mich.—Granted extension of authority to transmit programs to CKLW, Windsor, Ontario, Canada (B2-MP-126).

WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Granted construction permit to reinstate (B2-P-334 as modified by B2-MP-1740) which authorized change in frequency from **1230 to 1480 kc.**, changes in equipment, increase in power from 250 to 1 KW, and installation of DA for night use (B2-P-3649).

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Granted petition for continuance of hearing now set for July 12, to Sept. 12, 1944, in re application for construction permit (Docket 6582).

Gene L. Cagle, Fort Worth, Texas.—Granted motion to dismiss application for new station to operate on **1340 kc.**, 250 watts, unlimited time (Docket 6592).

WABI—Community Broadcasting Service, Bangor, Maine.—Deferred for consideration with petition to reconsider and grant, the motion to accept amendment to application (B1-MP-1673) for modification of construction permit.

WHDH—Matheson Radio Co., Inc., Boston, Mass.—Granted petition to intervene in the hearing on application of WGBG, Greensboro, N. C., for construction permit to operate on **850 kc.** (Docket 6595).

WJZ—Blue Network Co., Inc.,—Granted motion for continuance to Oct. 9, 1944, of hearing now set for July 10, in re application of KOB for modification of construction permit to operate on **770 kc.** (Docket 6584), and for application for license to cover construction permit (Docket 6585).

Rochester Broadcasting Corp., Rochester, N. Y.—Granted petition to amend application for construction permit for new station, to make changes in stockholders and directors of applicant; application not removed from hearing docket (Docket 6606).

KOBH—Black Hills Broadcast Company of Rapid City, Rapid City, So. Dak.—Granted construction permit to change frequency from **1400 to 1380 kc.**, and increase power from 250 watts to 5 KW; install a new transmitter and directional antenna for nighttime use and change transmitter site (B4-P-3580).

WLLH—Merrimac Broadcasting Co., Inc., Lawrence, Mass.—Granted construction permit to increase power of synchronous amplifier from 100 watts to 250 watts, and make changes in transmitting equipment (B1-P-3603).

KRMD—Radio Station KRMD, Inc. (Assignor), T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford, Sr., and Mrs. R. M. Dean, a partnership, d/b as Radio Station KRMD (Assignee), Shreveport, La.—Granted consent to assignment of license from Radio Station KRMD, Inc., to T. B. Lanford. Mrs. T. B. Lanford (his mother), R. M. Dean, and Mrs. R. M. Dean (his wife), a partnership, d/b as Radio Station KRMD. There is no monetary consideration involved, the purpose is to change licensee from a corporation to a partnership (B3-AL-413).

KINY—Edwin A. Kraft, Juneau, Alaska.—Granted reinstatement of construction permit (B-P-3089) as modified, which authorized increase in operating power from 1 to 5 KW, installation of new transmitter and changes in equipment (B-P-3622).

WSUN—City of St. Petersburg, Fla., St. Petersburg, Fla.—Granted renewal of license for the period ending May 1, 1946.

WBCA—Capitol Broadcasting Co., Inc., Schenectady, N. Y.—Granted renewal of FM broadcast station license for the perior ending May 1, 1945.

WSAY—Brown Radio Service & Laboratory (Gordon P. Brown, Owner), Rochester, N. Y.—Granted modification of construction permit which authorized change in frequency, increase in power, etc., for 30-day extension of completion date, from Aug. 1. 1944.

WSPR—WSPR, Inc., Springfield, Mass.—Granted license (B1-L-1809) to cover construction permit which authorized increase in daytime power to 1 KW, and changes in equipment. Also granted authority to determine operating power by direct measurement (B1-Z-1601).

WEJL-WEJR—National Broadcasting Co., Inc., New York City. —Granted authority to operate relay broadcast stations WEJL and WEJR in conjunction with standard station WMAQ, Chicago (in lieu of standard station WEAF, New York), for a period ending no later than July 29, 1944 (B1-SRE-68 and B1-SRE-49).

DESIGNATED FOR HEARING

Myron E. Kluge, Earl E. Williams and C. Harvey Haas, a partnership, d/b as Valley Broadcasting Co., Pomona, Calif.—Designated for hearing application for construction permit for new station to operate on **1580 kc.**, 250 watts, unlimited time (B5-P-3610).

DOCKET CASE ACTION

The Commission announces its Proposed Report (P-32) recommending denial of the applications of W. D. Haden Company for renewal of the ship station license for radio station WOAF located on board Haden Barge No. 45, and of Parker Brothers and Company, Inc., for renewal of the ship station license for radio station WDUG located on board Barge No. 20. The denial was proposed on the finding that stations WOAF and WDUG have been operated in violation of the terms of their licenses (Section 8.27 of rules) and in violation of Sections 8.35(a) and 8.109 of the rules, and that a showing that the applicants intend to discontinue such improper operation has not been made.

Ship service, as defined in the Commission's rules, was not intended for the purposes for which the applicants have used Stations WDUG and WOAF. The Commission believes, however, that communication service other than that presently available in the Houston-Galveston area is needed. In order that the communication services needed by these applicants may be made available, the Commission will consider applications for construction permits of one or more provisional stations to be operated by the applicants in such manner as will provide the communication service needed by the applicants, and will continue the existing licenses of stations WOAF and WDUG on a temporary basis for a period not to exceed 60 days from the date of adoption of a final report and order. In this connection the Commission's Proposed Report states:

> "It must be understood that the Commission is not condoning the violation of its rules and regulations by the applicants. and that in denying the renewal applications for the renewal of the ship station licenses, without prejudice to the filing of applications for provisional stations, the Commission is acting only for the purpose of permitting the applicants to provide themselves with communication service apparently needed for the furtherance of the war effort."

The Commission announced adoption of Proposed Findings of Fact and Conclusions (B-199), proposing to *deny* application of Joe L .Smith, Jr., licensee of station WJLS, Beckley, West Virginia, for construction permit to make changes in equipment for operation of a local station on the regional frequency of 560 kilocycles with 100 watts power at night, 250 watts day, unlimited time. (Station now operates on 1240 kilocycles with 250 watts, unlimited time.)

The Commission concludes that the granting of a permit as applied for to change the frequency assignment of station WJLS from a local to a regional frequency and operate as proposed, would not be conducive of efficient use of the regional frequency and would run counter to sound allocation principles, and "would extend the daytime service area of the station to include an area of 1390 square miles with an estimated population of 110,741; however, there would be loss in service to a population of approximately 17,000 persons in an area of 63 square miles from WCHS, one of only two stations from which primary service is available in the area, and the nighttime service of WJLS would be subject to excessive interference. The population residing between the normally protected contour and the contour actually protected would be 108% as great as the population included within the interference free service area or 10.8 times greater than the allowable maximum contemplated under the Commission's Rules and Regulations (Sec. 3.29) and Standards of Good Engineering Practice (pp. 3, 4)."

LICENSE RENEWALS

The Blue Network Co., Inc., Washington, D. C., was granted renewal of relay broadcast station licenses for the period ending May 1, 1946. for the following stations: WJNL. WJNM, WJNQ, WJNW, WJNX, WJNZ, WJOD, WJOG, WJOQ.

The Blue Network Co., Inc., San Francisco, was granted renewal of relay broadcast station licenses for the following stations:

KFEZ, KFFB, KFFH, KFFS. KFFV, KFFW, KFFY, KFGG, KFGK, KFGM, KFGR, KFGY, KFGU, KFFQ, KFGL, for the period ending November 1, 1946.

The Blue Network Co., Inc., was granted renewal of relay broadcast station licenses for the period ending November 1. 1946, for the following Chicago stations: WBUL, WBUS, WJMD, WJMF, WJMK, WDAT, WJML, WJNH, WJNI, WJNK;

For the following New York stations: WJLM, WJLO, WJLP, WJLQ, WJLT, WJLX, WJLY, WJLZ, WJMP, WJMT, WJNE (WJMU, Port Washington, N. Y.).

The National Broadcasting Co. ,Inc., was granted renewal of relay broadcast station licenses for the period ending May 1, 1947, for the following Washington, D. C., stations: WEJD, WEJE, WEJS. WEJT, WNBU, WNBR, WNCU, WNTJ, WEJC.

The National Broadcasting Co., Inc., was granted renewal of relay broadcast station licenses for the period ending November 1, 1946, for the following San Francisco stations: KEJA, KEJB, KEJC, KEJG, KEJH. KEJI, KNBG, KSFM, KEJK, KEJL, KEJP, KFFJ, KFFK, KFFP, KHCM;

For the following New York Stations: WEJI, WEJA, WEJJ, WEJL, WEJN, WEJR, WEJU, WEJW, WIEW, WMEF, WNBM, WNBV, and WAOB, Port Washington, N. Y

For the following Chicago stations: WEJM, WEJV, WIEX, WMFS, WNBE, WNEP, WNKF, WEJH, WEJX.

MISCELLANEOUS

Designated for hearing on August 15, 1944, at an hour and place to be designated, the petition of the UAW-CIO, Columbus, Ohio, directed against the Commission's grant without hearing on May 16, 1944, of the application of United Broadcasting Company (WHKC), Columbus, Ohio, for renewal of license; and directed that pursuant to provisions of Sec. 308(b) and 312(a) of the Communications Act the United Broadcasting Co. (WHKC) shall file with the Commission on or before the 5th day of August a statement of fact concerning the operation of its station WHKC, with particular reference to the allegations of the UAW-CIO petition, and as to whether or not the station has been operated in the public interest.

The UAW-CIO petition alleges that Station WHKC is throttling free speech and is, therefore, not operating in the public interest in that (a) the station has a policy not to permit the sale of time for programs which solicit memberships, discuss controversial subjects, race, religion and politics; (b) the station does not apply this practice uniformly, but on the contrary applies that policy "strictly to those with whom the management of Station WHKC disagrees, including petitioners, and loosely or not at all with respect to others"; (c) the station unfairly censored scripts submitted by petitioners.

In re application of Arde Bulova and Harry D. Henshel, New York, New York (For consent to transfer control of Wodaam Corporation, licensee of Radio Station WOV, New York City, to Murrary Mester and Meyer Mester, New York, N. Y.). Adopted an order granting petition for rehearing filed by Richard E. O'Dea; reversed the Order of the Motions Commissioner of June 28, 1944, denying the petition of Richard E. O'Dea to intervene in the hearing on the application for transfer of control of Wodaam Corp.; and permitted the petitioner, Richard E. O'Dea, to intervene in said hearing (Docket No. 6598).

The Commission adopted an order designating for hearing the application for license of Texas Star Broadcasting Company (KTHT), Houston, Texas, before the Commission on July 10, 1944, or at such later date as may be fixed upon request of applicant, upon the following issues: (1) To determine the truthfulness and accuracy of representations made by or in behalf of the applicant in the application (B3-P-3006) for construction permit, in the course of the hearings on the application, and in communications and documents addressed to the Commission; and (2) To determine the qualifications of the applicant to operate the broadcast station for which a license is requested in the public interest. The Commission further ordered that the request for authority to begin program tests be deferred, for consideration at the conclusion of the hearing or on July 18, 1944, whichever is earlier, and also ordered that Scripps-Howard Radio, Inc., and Greater Houston Broadcasting Company, Inc., be given notice of this proceeding and the opportunity to present evidence on the above issues.

At the same time, the Commission adopted Orders (1) denying a petition filed by the Greater Houston Broadcasting Company, Inc., to intervene and for rehearing and other relief; and (2) denying petition for rehearing filed by Scripps-Howard Radio, Inc., and for reinstatement of its application for construction permit (B3-P-2926) and for other relief.

WEHS—WHFC, Inc., Chicago, Ill.—Granted request for extension of time to comply with procedural conditions attached to grant of construction permit for erection of a new FM station.

The following applications for C.P.'s for FM broadcast stations were placed in the pending file in accordance with Commission policy of Feb. 23, 1943:

The Birmingham News Co., Birmingham, Ala.; The Blue Network Co., Inc., Los Angeles; Central Ohio Broadcasting Co., Columbus, Ohio; Cornell University, Ithaca, N. Y.; Florida Broadcasting Co., Jacksonville. Fla.; Owensboro Broadcasting Co., Inc., Owensboro, Ky.; St. Lawrence Broadcasting Corp., Ogdensburg, N. Y.

Westchester Broadcasting Corp., White Plains, N. Y.—Placed in the pending file in accordance with Commission policy of Feb. 23, 1943, the application for new commercial television station.

APPLICATIONS FILED AT FCC

790 Kilocycles

KECA—Earle C. Anthony, Inc., Los Angeles, Calif.—Voluntary assignment of license to Blue Network Company, Inc.

820 Kilocycles

WAIT—Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adele Moulds, Vivian Christoph and Wm. F. Moss, a partnership, d/b as Radio Station WAIT, Chicago, Ill.—Voluntary assignment of license to Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer, Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeill, d/b as Radio Station WAIT.

920 Kilocycles

WGST—Georgia School of Technology, Atlanta, Georgia.—License to cover Construction Permit (B3-P-3611) for changes in transmitting equipment and increase the maximum rated carrier power of auxiliary transmitter.

1100 Kilocycles

KJBS—Julius Brunton & Sons Co., San Francisco, Calif.—Voluntary assignment of license to KJBS Broadcasters, a partnership consisting of William B. Dolph, Hope D. Pettey, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis.

1230 Kilocycles

KTHT—Texas Star Broadcasting Co., Houston, Texas.—License to cover Construction Permit (B3-P-3006) which authorized construction of a new Standard Broadcast Station.

KTHT—Texas Star Broadcasting Co., Houston, Texas.—Authority to determine operating power by direct measurement of antenna power.

1240 Kilocycles

NEW—J. W. Birdwell, Nashville, Tenn.—Construction Permit for a new Standard Broadcast Station to be operated on 1240 kilocycles, power of 250 watts and unlimited hours of operation.

1250 Kilocycles

WSAU—Northern Broadcasting Co., Inc., Wausau, Wisc.—Construction Permit to change frequency from **1400 kc.** to **1250 kc.**, increase power from 250 watts to 5 KW, install new transmitter, directional antenna for night use and move transmitter.

1310 Kilocycles

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Transfer of control of licensee corporation from Georgia A. Burley to Charms Company—21 shares—55.3%.

1340 Kilocycles

WLAK—Lake Region Broadcasting Co., Lakeland, Fla.—Voluntary assignment of license to S. O. Ward, tr/as Radio Station WLAK.

WAIR—C. G. Hill, George D. Walker, and Susan H. Walker, Winston-Salem, N. Car.—Modification of License to change name of licensee to C. G. Hill and George D. Walker d/b as WAIR Broadcasting Company.

WENT—Sacandaga Broadcasting Corp., Gloversville, N. Y.—Authority to determine operating power by direct measurement of antenna power.

WENT—Sacandaga Broadcasting Corp., Gloversville, N. Y.—License to cover construction permit (B1-P-3404) which authorized construction of new standard broadcast station.

1360 Kilocycles

WSAI—The Crosley Corporation, Cincinnati, Ohio.—Voluntary assignment of license to Marshall Field.

1390 Kilocycles

WGES—Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer, Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, Wm. F. Moss, d/b as Radio Station WGES, Chicago, Ill.—Voluntary Assignment of license to John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald and Wm. F. Moss, d/b as Radio Station WGES.

1450 Kilocycles

KDNT—Harwell V. Shepard, Denton, Texas—Authority to determine operating power by direct measurement of antenna power.

NEW—Joseph H. McGillvra, Agnes I. McGillvra and Adam J. Young, Jr., d/b as Binghamton Broadcasting Co., Binghamton, New York—Construction Permit for a new Standard Broadcast Station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

WKLA—Karl L. Ashbacker and Grant F. Ashbacker d/b as Ludington Broadcasting Co., Ludington, Mich.—Modification of Construction Permit (B2-P-3406 for a new Standard Broadcast Station) for change in type of transmitter and extension of commencement and completion dates.

1480 Kilocycles

WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Construction Permit for reinstatement of B2-P-3334 as modified which authorized change in frequency from **1230 kc.** to **1480 kc.**, increase power from 250 watts to 1 KW, changes in equipment and installation of directional antenna for night use.

1490 Kilocycles

WMRN—The Marion Broadcasting Co., Marion, Ohio.—Transfer of control of licensee corporation from Howard F. Guthery and Florence Guthery to R. T. Mason—101 shares common stock, 50½%.

NEW—Inter-City Advertising Co., Columbia, S. Car.—Construction Permit for a new Standard Broadcast Station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

1560 Kilocycles

NEW—Fred Weber, E. A. Stephens, and William H. Talbot, d/b as Texas Broadcasters, Houston, Texas.—Construction Permit for a new Standard Broadcast Station to be operated on **1560 kc.**, power of 1 kilowatt and unlimited hours of operation.

FM APPLICATIONS

NEW—Leonard A. Versluis, Grand Rapids, Mich.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **46100 kc.**, with coverage of 6,460 square miles.

NEW—Banks of the Wabash, Inc., Terre Haute, Ind.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **48700 kc.**, with coverage of 7,442 square miles.

NEW—Hearst Radio, Inc., Baltimore, Maryland.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **43700 kc.**, with coverage of 8,857.6 square miles.

NEW—The Crosley Corporation, Dayton, Ohio.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **46100 kc.**, with coverage of 8,000 square miles.

NEW—The Philadelphia Inquirer, a Division of Triangle Publications, Inc., Philadelphia, Penna.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **48100 kc.**, with coverage of 15,500 square miles.

NEW—Voice of Alabama, Inc., Birmingham, Ala.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **44700 kc.**, with coverage of 17,200 square miles, *AMENDED* to change requested frequency to **45900 kc.**

TELEVISION APPLICATION

NEW—The WGAR Broadcasting Co., Cleveland, Ohio.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #3, **66000-72000 kc.**

MISCELLANEOUS APPLICATIONS

W2XCB—Columbia Broadcasting System, Inc., Area of New York, N. Y.—License to cover construction permit (B1-PVB-46 as modified) for a new experimental television relay broadcast station.

WNRE—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-45 as modified) which authorized construction of a new international broadcast station for extension of completion date from 8-7-44 to 11-7-44.

NEW—Mutual Broadcasting System, Inc., Chicago, Ill.—Extension of authority to transmit programs to Station CKLW, stations owned and operated by the Canadian Broadcasting Corp., and stations licensed by the Canadian Minister of Transport for the period beginning 9-1-44.

NEW—WBNS, Inc., Area of Columbus, Ohio.—License for a new Special Relay Broadcast Station using the equipment licensed to WRBC to be operated on **31220, 35620, 37020** and **39260 kc.**, power of 10 watts and A3 Emission.

Federal Trade Commission Docket

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why cease and desist orders shall not be issued against it.

Ovelmo Co. and J. C. Hutzell, its president, 1404 West Main St., Fort Wayne, Ind., selling and distributing medicinal preparations described as "Ovelmo Treatment," including preparations designated "Ovelmo Cream," "Ovelmo Germcidal Soap," "Ovelmo Tonic Tablets," "Ovelmo Antacid Laxative Tablets," and "Ovelmo Eliminative Tablets," are named as respondents in a complaint charging them with false advertising and misrepresentation. (5186)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Alameda County Nursery, 2332 Telegraph Ave., Oakland, Calif., selling and distributing seeds and plants, have stipulated to cease use of the phrases "amazing new strawberries," "amazing new vegetables," "amazing new seeds," "amazing strawberry plants," "brand-new type" or other phrases of like connotation as descriptive of any plants or seeds that are not, in fact, new or amazing; representing that Roland Reed has spent "more than twenty years" or any period of time in developing the strawberry plants distributed by them; use of any representation tending to convey the belief that their strawberry plants may be depended upon to produce satisfactory fruit when grown in the home; or representing that the price charged for their products is a special or introductory price. They further agree to cease representing that the plants or seeds purchased from them require no care, cultivation, plant food or fertilization, or that the seeds or plants offered for sale by them cannot be purchased from stores; and to discontinue use of the statement "Tuberchokes . . . 10 for $1.00," until they actually supply the number of complete tubers indicated when filling orders for them. (3863)

Chrisalty Laboratories, 49 Dickerson St., Newark, N. J., selling and distributing a medicinal preparation designated "B_1's," represented as having a beneficial therapeutic effect in the treatment of fatigue and nervousness, and Chambers & Wiswell, Inc., 38 Newbury St., Boston, Mass., an advertising agency disseminating advertisements for Chrisalty Laboratories, have stipulated with the Federal Trade Commission to cease representing that the preparation will have a beneficial therapeutic effect in the treatment of fatigue, nervous irritation, nervousness, nervous fatigue, nervous exhaustion, jittery nerves, lack of pep, loss of appetite or lack of energy; will prevent nervous conditions without confining such representations to those conditions which would be caused by a deficiency of vitamin B_1; or representing through the use of the brand name "B_1's" that the preparation contains that factor of the Vitamin B Complex which has been designated Vitamin B_1 and that the preparation contains four of the factors which are known to make up the Vitamin B Complex. (03227)

Feldbaum Fur Corp., 134 West 29th St., New York City, manufacturing and distributing fur garments, has stipulated to cease and desist in its trade publicity, invoices or labeling, from use of the word "Lapin" to designate or refer to products made from rabbit peltries unless compounded with the common English name of the fur, for example, "Lapin—Dyed Rabbit." (3868)

Jandel Furs, 1412 F St., N. W., Washington, D. C., selling and distributing furs and fur garments, have stipulated to cease and desist from the use of the term "Leopard Cat" or other words denoting leopard to describe furs or fur garments made from peltries of South American spotted cats or of any animals or species other than the true leopard (felis pardus); from use of the word "Mouton" to describe furs made from lamb peltries, unless compounded with the common English name of the fur, as for example, "Mouton—Dyed Lamb"; from the use of the word "Lapin" to refer to products made from rabbit peltries unless compounded with the common English name of the fur, as for example, "Lapin—Dyed Rabbit"; and from use of the word "Caracul" either wtih or without the word "Kid" to describe products made from goat peltries or from any peltries other than those authoritatively recognized as caracul. (3866)

Lapp Laboratories, Inc., Nevada, Iowa, and H. Earl DeLapp, trading as DeLapp & Company, Waseca, Minn., selling and distributing livestock and poultry feed products designated "Mo-Lactas," "Poultry Blockett" and "Flavex," have stipulated to cease representing that "Mo-Lactas" is a distiller's molasses soluble in concentrate form, contains approximately 30 per cent of organic water soluble mineral, or contains any "organic minerals"; that one part of Mo-Lactas is equal to three or four parts of ordinary black strap or sorghum, is used efficaciously to replace either bulk molasses or dried buttermilk, or that pound for pound it can replace bulk molasses as a source of carbohydrates or dried buttermilk as a source of protein; that it aids in preventing mycosis or coccidiosis; that by its use it is possible to increase hatchability or that it has any value for such purposes; that "Poultry Blockett," when given to properly fed chickens, is excellent or even effective as a worm prevention, builds up disease resistance or stimulates growth and egg production; that "Flavex" is an ideal or a competent substitute for dried buttermilk, or that it offers nutritive ingredients in excess of those found in buttermilk, or, where added to a properly balanced diet, stimualtes feather growth or improves hatches. (3864)

Marshall-Wells Co., Duluth, Minn., selling and distributing hardware and building materials, including an asphalt composition roofing material bearing the brand or label "Trinidad Mica Coated Smooth Surfaced Roofing," has entered into a stipulation in which it agrees to cease and desist from use of the word "Trinidad" on brands, labels or designations of such products, the asphaltic content of which is not from the Island of Trindad, British West Indies, or in any other way representing that Trinidad asphalt is included in their composition. (3865)

Miller & Weisman, 333 Seventh Ave., New York, manufacturing and distributing fur garments, have stipulated to cease and desist in their trade publicity, invoices or labeling, from the use of the term "Leopard Cat," or other words denoting leopard, to describe furs or fur garments made from peltries of South American spotted cats or of any animals or species other than the true leopard (felis pardus). (3867)

Nathan Breeding Farms, Cuddebackville, N. Y., conducting a poultry breeding farm for production of baby chicks, has stipulated to cease and desist from use of the term "pullorum clean," or any similar term or representation tending to convey the belief that the flocks producing his chicks have been tested for pullorum disease and certified by an official State agency having responsibility under the National Poultry Improvement Plan for the accuracy of such testing. (3870)

Roselawn Poultry Farm, R.F.D. 10, Dayton, Ohio, selling chicks, eggs for hatching, pullets and cockerels, have stipulated to cease representing that their hens were first in official egg-laying production, when the records made by them in official contests were not better than those of all other entries; that their hens were first in official livability, when in official contests they did not have a lower mortality record than all other entries; or that the respondents' hens attained any record for egg-laying or livability in any class in any contest, when such class was not officially established by the organization sponsoring the contest. (03226)

Staley Milling Co., 1717 Armour Road, Kansas City, Mo., selling and distributing a dry dog food designated "Staley Dog Food," and Potts-Turnbull Co., 912 Baltimore St., Kansas City, Mo., an advertising agency disseminating advertisements for the Staley Milling Co., have stipulated to cease and desist from using the term "meat," or any other term of similar import, to describe meat meal or any product which is not meat. (03225)

NAB Reports
NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 29, July 21, 1944

QUESTIONNAIRE SENT TO ALL STATIONS ABOUT WAC RECRUITMENT ADVERTISING

In a continuing effort to obtain a fair share of the WAC recruitment advertising budget for radio stations, Lewis H. Avery, NAB Director of Broadcast Advertising, wrote the following letter on July 19:

To All Radio Station Representatives

"The attached letter and questionnaire will be mailed tomorrow, July 20, to every radio station in the United States. It is intended:

"1. To determine whether or not radio stations will accept *paid* WAC recruitment advertising, and

"2. To establish whether or not desirable availabilities exist for such advertising if it were to be placed.

"As the enclosed letter points out: 'To expedite the presentation on behalf of the broadcasting industry, and to consolidate the program suggestions and time availabilities through one source for the convenience of the advertising agency, NAB has agreed to handle *preliminary* information.'

"The letter adds: *'If you have a national representative, please send that organization copies of all correspondence with NAB on this subject.'* In other words, NAB does not seek to replace or supersede the functions of radio station representatives or advertising agencies in obtaining information from radio stations on business of this type.

"Your co-operation in helping us to obtain early replies from the stations you represent will be greatly appreciated. Will you please write your stations and urge them to return the questionnaire as promptly as possible?"

The letter mentioned in the communication to radio station representatives was mailed on July 20:

To All Radio Stations

"Having learned that the War Department had appropriated $5,000,000 for WAC recruitment advertising during the current fiscal year, NAB made presentations to both the War Department and Young & Rubicam, Inc., seeking to have a proper share of these funds spent for broadcast advertising. NAB based this approach on two facts:

"1. Approximately $500,000 was spent for WAC recruitment advertising during the 1942-1943 fiscal year and approximately $1,500,000 during the 1943-1944 fiscal year—all of it in newspapers.

"2. The NAB Board of Directors, at its meeting on June 3, 1943, reaffirmed its opposition to the use of government funds for advertising but took 'the position that, if Congress contemplates such legislation, every effort should be made to see that there be no discrimination as between the press and radio or any other medium of communication. . . .'

"Negotiations have reached a point where NAB needs some definite answers from the broadcasting industry.

"Would you or wouldn't you accept paid advertising to promote WAC recruitment? That's the first and major question on which NAB needs your definite answer.

"It is neither academic nor a moot question. That's why we want a practical, realistic answer—one by which you would be willing to abide—IF WAC ADVERTISING SHOULD BE PLACED OVER THE RADIO.

"Let's get on with the facts. The Army urgently needs Wacs—lots of them. What's more, those now in service have established an enviable record of achievement and accomplishment. Any woman between the ages of 20 and 50, who has no children under 14 years of age, is probably eligible to join. Those between 20 and 35 are particularly sought.

"The campaign for the coming fiscal year (which began July 1, 1944) will be based on the record of the Women's Army Corps. Various suggestions have been advanced for the presentation of the story as a half-hour program once per week; as three or five quarter-hour programs per week; as dramatized announcements or as station breaks. For which type of service could you clear the best availabilities to reach women between 20 and 35 in particular?

"To expedite the presentation on behalf of the broadcasting industry, and to consolidate the program suggestions and time availabilities through one source for the convenience of the advertising agency, NAB has agreed to handle *preliminary* information. In so doing, NAB does not seek to supplant radio station representatives, many of whom are valued associate members of NAB.

"Nor is NAB interested in any sales commission or other remuneration for such work as the staff members may do. It seeks only to have radio receive its fair share of the advertising budget for this government program of war information.

"You will be expected to quote your national rate, grant the advertising agency the usual 15% commission and pay your national representative in accordance with whatever contract you may have with them.

"If you have a national representative, please send that organization copies of all correspondence with NAB on this subject.

"Keeping in mind the theme of the present campaign and the age limits of the prospects for service in the WAC, what availabilities would you recommend?

"PLEASE FILL OUT THE ENCLOSED FORM AS COMPLETELY AND FULLY AS YOU CAN.

"In so doing, keep in mind the fact that any radio advertising in connection with WAC recruitment would not begin before October 1.

"PLEASE RETURN THE ENCLOSED FORM AS PROMPTLY AS POSSIBLE SO THAT WE MAY PROPERLY REPRESENT THE INDUSTRY IN FUTURE NEGOTIATIONS."

NAB Reports

THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations:* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research:* Arthur C. Stringer, *Director of Promotion.*

TEXT OF QUESTIONNAIRE

WOULD YOU ACCEPT PAID WAC RECRUITMENT ADVERTISING OVER YOUR STATION? (Check)

YES ☐

NO ☐

WHAT TYPE OF PROGRAM SERVICE WOULD DO THE BEST JOB OVER YOUR STATION?

(If you check more than one, number in order of preference)

Half Hour Once Per Week ☐

Quarter Hour Three Times Per Week ☐

Five Times Per Week ☐

Dramatized Announcements ☐

Station Breaks ☐

WHAT ARE THE BEST AVAILABILITIES YOU CAN OFFER FOR AN OCTOBER 1 START?

HALF-HOUR PROGRAM:

Day Time Preceding Program Following Program Rate

QUARTER-HOUR PROGRAMS:

Day Time Preceding Program Following Program Rate

DRAMATIZED (ONE-MINUTE ANNOUNCEMENTS):

Day Time Preceding Program Following Program Rate

STATION BREAKS:

Day Time Preceding Program Following Program Rate

FLY REPLIES TO COMPLAINT vs. WMCA

FCC Chairman James Lawrence Fly yesterday (20) released his letter of reply to a telegram sent him by Edward McCaffrey and three past Commanders of the Catholic War Veterans. The senders of the telegram complained of the action taken by radio station WMCA in deleting from a talk given over its facilities certain portions which the station asserted "* * * contained aspersions on our Allies and other material calculated to spread disunity at home." Chairman Fly's letter follows:

"This will acknowledge your telegram of July 15, 1944, in which you urge the Commission to hold public hearings concerning the censoring by station WMCA of part of the text of a speech which Senator Frederick Coudert of New York proposed to deliver on Friday, July 7, 1944.

"The Commission has no rule or policy which would require the broadcasters to accept or reject the type of material mentioned by you in any particular program. The authority of the Commission in this general regard is limited to an overall review of the conduct of the station in terms of its long-range operation in the public interest. It is possible that you feel the station to have been operated generally in a manner contrary to the public interest. If this be true, the Commission would suggest that you file a petition asking for this type of review.

"It is assumed that in that petition you will review the incident in question and that you will set forth as specifically as may be the facts which indicate to you that there has been a general run of anti-Catholic remarks over this station, and no one has been given the opportunity to answer these critical remarks. It would be well that you inform the Commission of the programs and dates to which you refer and point out the instances to which the station denied the time to reply or to give opportunity whatever."

FCC-NAB COOPERATE IN SURVEY

The FCC released its third report on its manpower survey listing the names of 600 holders of first and second-class radiotelephone licenses who have indicated their availability for employment in the communications industry. The survey, which was started last summer, has been intensified in recent months in response to reports from the industry of an increasing scarcity of radio operators and technicians.

The third list, shows in addition to the names and addresses of the license-holders, their present draft status, the nature of their present employment, the class of license held and whether they state their availability for full or part-time employment. To facilitate the use of the list, the names of license holders are grouped according to State of residence and the States are grouped according to Census regions.

The lists are made available to the War Manpower Commission and to the communications industry. In the preparation of the new list, the National Association of Broadcasters has cooperated by furnishing clerical assistance in addressing the post card questionnaires. The Commission is also advised that the NAB is obtaining from the persons on the list supplemental data which are available on request.

All persons using the list are cautioned that the Commission does not certify as to the experience or availability of any person listed, but merely sets forth the information as received. Users of the list are also advised to consider the applicable orders and regulations of the War Manpower Commission and the National War Labor Board.

NAB SURVEYS BROADCASTERS USE OF HIGH FREQUENCY SUPPLEMENTARY SERVICES

Under date of July 19, Howard S. Frazier, NAB Director of Engineering who is also chairman of Panel 4 on Standard Broadcasting of RTPB, forwarded the following letter to the licensees of all domestic broadcast stations, including FM and television.

"The Radio Technical Planning Board is now working on recommendations for post war frequency allocations. It appears that the requests of the various services, such as police, fire, railroad, public utility, aviation, broadcast, etc., will far exceed the spectrum space available for non-government communications.

"Broadcasters (standard, FM, and television) are now assigned certain frequencies outside the regular broadcast bands for relay, studio transmitter link, experimental, emergency use, etc. In order to estimate the present and future needs for these supplementary frequencies, information is urgently needed.

"Please list on the enclosed form your present and proposed use of supplementary frequencies and return immediately to NAB. No disclosure will be made of individual information submitted.

"We cannot urge too strongly that this matter be given your prompt and careful attention in order that overall industry requirements can be tabulated."

The information outlining the present and proposed use of the supplementary frequencies by broadcasters will be tabulated by NAB and made available to the various RTPB panels dealing with allocation problems.

INCREASED TUBE PRODUCTION IS UNDER WAY

Actual production of radio tubes for civilian home radio sets at a sharply increased rate is under way in the nation's tube plants.

Arthur Stringer, NAB director of circulation, estimates that at least 100 per cent and possibly 200 per cent more civilian radio tubes will be delivered in the last half of 1944 than in the first half.

Between 35 and 40 per cent of the increased production is expected to be shipped in July, August and September.

BE SURE TO REPLY TO THE RADIO NEWSROOM MANPOWER SURVEY

Radio Journalism Courses Involved

Calculation of the needs of radio news rooms for students trained in radio journalism is being undertaken by the American Association of Schools and Departments of Journalism, with the assistance of the National Association of Broadcasters.

This week a radio newsroom manpower survey, prepared by AASDJ, was mailed from NAB headquarters. Replies are to go to Professor Richard W. Beckman, Journalism Department, Iowa State College, Ames, Iowa. The questionnaire is in streamlined wartime form, being only a return post card containing six pertinent inquiries, answerable in brief space. Beckman will compute the returns for his Association, working in cooperation with the NAB Radio News Committee, whose Chairman is Karl Koerper, Vice-President and Managing Director of KMBC, Kansas City. Information procured will have a significant bearing on the number and type of courses in radio journalism recommended to the schools and colleges of America.

Beckman's note to station managers and his six post card questions follow:

"American teachers of Journalism want to help you solve the manpower problems in your newsroom. To do so, we need to have the answers to several questions—how many news processors you employ, how many you expect to employ, how many are women and so on. Only with this information in hand can we turn out young men and women qualified to meet your necessarily exacting demands.

"The questionnaire on the attached card is short and sweet. Filling it out will take only a few minutes. We should be grateful if you would detach the card, fill in the answers and drop it in the mail as soon as possible. We believe it will help both you and us."

1. How many persons does your newsroom employ to write and/or edit news for broadcast (in terms of full-time employees)?
2. How many of these persons actually broadcast news?
3. Would you employ qualified women for news editing and/or writing?
4. Would you employ qualified women for news broadcasting?
5. How many new employees are you likely to need in the next year for news writing and editing only?
6. How many new employees for news writing and editing plus broadcasting?

FM EDUCATIONAL BROADCASTING

The FCC has received information from the U. S. Office of Education concerning proposed state-wide plans for the allocation of the five frequencies reserved for non-commercial educational FM broadcasting stations. It appears that such plans, if carefully prepared with a view to fair treatment of public and private educational institutions, both urban and rural, at the primary, secondary, higher, and adult education levels alike, may provide a sound means for securing the maximum possible utilization of educational frequencies. Accordingly, while the Commission must dispose of each application on its merits, it will give careful consideration in connection with educational applications to any state-wide plan filed with it.

The Commission's rules define a "non-commercial educational broadcasting station" to mean "a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public."

PIONEERS EDUCATION BY RADIO IN N. C.

A program of cooperation between FM station WMIT and the high schools of Winston-Salem is expected to blaze new educational trails in North Carolina beginning this autumn.

A group of city educators will work with Harold Essex, managing director WSJS-WMIT, and the station staff. As now conceived the program is to include both dramatic and musical presentations and news broadcasts especially adapted for school listening.

WMIT is an NAB member station as is WSJS.

WMAZ CANCELS SPONSORED RELIGIOUS PROGRAMS

Religious programs will be unacceptable for sponsorship on WMAZ, Macon, Ga., beginning September 1, 1944, according to announcement by Manager Wilton E. Cobb.

The move will involve cancellation of $8,160 in business. Since the first of the year the station has refused an additional $30,836 in religious broadcasting.

In lieu of the present religious programs WMAZ will schedule The Church of the Air at 9:00 a. m. and 12:00 noon on Sundays.

Next year, when present contracts expire, the station will add a daily morning devotional program along non-denominational lines. By way of explanation to present religious broadcasters, Mr. Cobb said in part:

"For several years we have felt that we were failing in our administration of our radio franchise, granted by the government, to the end that we best serve the public interest in religious as in other matters.

"Our failure, in the religious field, in our minds, has been created by our inability to serve each and every group which has desired radio programs, because of the limitation of actual available time and the limitation imposed by the financial ablity of religious groups to pay for such services.

"Since we could not begin to serve the needs of every religious group, we found it necessary to make limited charges for religious services. This, too, has proven unfair, since only those with adequate financial support could use the facilities of radio."

RADIO REDUCES ABSENTEEISM

Radio is credited with a big part in the reduction of absenteeism in Greensboro, N. C., according to the Mayor's War Production Committee of that city.

Three announcements are broadcast daily over WBIG urging workers to report to their regular shifts. This is followed with a weekly dramatic skit entitled "To Whom It May Concern," which depicts the efforts of our fighting men.

July absenteeism, over June, in all types of local industry, was 11.5 per cent less according to Major Edney Ridge, WBIG's general manager. Period surveyed was for the first three weeks of the campaign.

FIGHTING MEN THINK ABOUT POST-WAR JOBS

From his post in the Pacific, Marine Sergeant Marion Harmon, formerly of WGOV, Valdosta, Ga., is successfully cooperating with his home-town Rotary Club in building the Rotary Work Pile.

His is the task of on-the-spot investigation and he reports that it is future jobs the boys are thinking about in their few idle moments.

At a recent Wednesday meeting of Valdosta Rotary, Mrs. Elizabeth Harmon read a complete report that her husband had forwarded. In it he urged that a complete job survey be made in Valdosta and surrounding territory; and that men in service from the area be questioned as to their plans on post-war residence.

AMERICAN HOME PRIZE WINNERS

The home front job which the women broadcasters began in February when the Association of Women Directors, under Dorothy Lewis, launched their American Home Campaign, has splendid evidence of success in the extraordinary quality of the prize-winning letters in the contest, conducted as a feature of the campaign, on the subject "What I Am Doing in My Home to Strengthen the Promise of a Happier Postwar World." Because the judges found it difficult to choose the best letters from many outstanding ones, *Parents' Magazine*, which cooperated by providing the prize money, tripled the amount offered, awarding two first prizes, two second prizes, five third prizes and twenty $5.00 prizes. KDKA of Pittsburgh took four of the 29 prizes, including one first prize and one third prize, through letters sent to Janet Ross and Evelyn Gardiner. WMT of Cedar Rapids was next with three of Libby Vaughn's entries receiving $5.00 prizes. Hazel Cowles of WHAM was represented with a second prize winner and one $5.00 winner. Other broadcasters with two prize winners among their entries were Beatrice Waxman of WCSH, Portland, Maine; Norma Lane of WSPD, Toledo, Ohio; and Marvel Campbell of WAIR, Winston-Salem, N. C. Two New York City stations contributed one prize winner each—WJZ through Alma Kitchell's "Women's Exchange" program and WQXR through Alma Dettinger on "Other People's Business." Other one-prize stations were WTCN, St. Paul, submitted from Ann Ginn's entries; KCMO, Kansas City, sent in by Anne Hayes; and WDGY, Minneapolis, from Ruth Sherman's contestants.

The excellent results of this appeal to radio's more thoughtful listeners, who have something to say, opens up unlimited possibilities for radio as a means of finding out what American women think and believe in.

SERVICE MAN FIGHTS FOR FREEDOM OF THE AIR

The following letter has been received by Dorothy Lewis, NAB Coordinator of Listener Activity from a Rockford, Illinois, boy now serving with the armed forces in China:

APO #212, China.

MY DEAR MRS. LEWIS:

Your very welcome letter of June 6th arrived here today, and I was extremely interested to hear from you, not only due to the bond we have between us as New Englanders, but also as we seem to be following mutual paths in this great struggle—While my experience in Radio (AACS) is primarily concerned with air communications as a side line, we are operating a small station designed to bring music from the States to our fellow members of the 14th Air Force—My connection is that of procuring transcriptions and V-discs which may be played by the Armed Forces, and this is made increasingly difficult by our distance from the States, and the very thin line over the Himalaya Mts. that connects us with the outside world. We have only discs of great age, but so welcome are they, we can play anything, and know it will be joyously received. Your programs from the West Coast are often picked up by us late at night, and it means a great deal to hear the world news, the sports events, and of course, the new tunes that never fail to awake a certain nostalgia for the dear ones at home who are doing so very much that our nation may revert to its great heritage of Freedom, which we see so sadly neglected throughout the world. It would be impossible to tell you the service and happiness Radio is to all of us, rather, let me say it is our strong tie between this life and the one we look to with the great patriotism and pride all Americans feel for their nation, and as a New Englander, I have a deep respect for the soil that cradled so many statesmen and artists, not to mention the founders of our Republic.

Freedom of the air is a vital need, and we are not pleased with the censorship noticeable in the Armed Forces Broadcasts. I realize you are in a position to notice this more than we, yet each time we sleep while some slight infraction on the Rights we cherish is accmoplished, we only prepare the way for another loss! Possibly we of our individualistic natures are more accurately aware of the many regulations laid upon our lives by executive order, instead of Congressional law, but I am firmly opposed to each and every one, as I do not feel we should ever permit any man or group of men to tell us how we may exist, rather let our government serve, as the constitution specifies! Certainly the air should be as open to the broadcasts of the opposition as they are to the party in power, and we should be able to know the current events of the nation and world, unless they will be of definite, not hazy and uncertain aid to our enemy. True, there is much to keep secret, but who is to decide.

* * *

Sending you my sincere "thanks" for your fine letter, and wishing you all success in the preservation of Freedom of the Air, a venture which I back with enthusiasm.

Cordially,

JAMES A. LAWRENCE.

924 STANDARD BROADCAST STATIONS

During the month of June, 1944, the FCC granted two new construction permits and cancelled one previously granted. Two CP stations were licensed to operate. A comparative table of the number of standard broadcast stations by months, follows:

	1943						1944						
	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1
Operating	911	911	911	911	911	910	910	910	909	909	909	910	912
Construction	1	2	2	2	2	2	2	4	8	9	11	13	12
	912	913	913	913	913	912	912	914	917	918	920	923	924

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, July 24. They are subject to change.

Monday, July 24

Consolidated Hearing

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—C. P., **1440 kc.,** 1 KW, unlimited, DA-night.

NEW—KNOE, Inc., KJAN, Monroe, La.—C. P. & M. P. to change type of transmitter, change studio location and for approval of antenna, and transmitter location. **1450 kc.,** 250 watts, unlimited.

Wednesday, July 26

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif.—C. P., **1480 kc.,** 1 KW, unlimited.

Thursday, July 27

Further Consolidated Hearing

NEW—James F. Hopkins, Inc., Ann Arbor, Mich.—C. P., **1050 kc.,** 1 KW, day, daytime.

NEW—Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—C. P., **1050 kc.,** 1 KW (B2-P-3307), 250 watts (B-2-P-3595), daytime.

Federal Communications Commission Action

APPLICATIONS GRANTED

KRRV—Red River Valley Broadcasting Corp., Sherman, Texas—Granted request to waive Commission rules as may be necessary in order to permit Station KRRV to announce its station identification as "KRRV, Sherman and Denison, Texas," when programs originate in the Sherman studios or come through it, and as "KRRV, Denison and Sherman, Texas," when programs originate or come through the Denison studios.

KELO—Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. Dak.—Granted construction permit to install new antenna and make changes in ground system; granted subject to Commission decision on multiple ownership rule applicability to KELO and KSOO. (B4-P-3619)

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Granted construction permit to change frequency from **1390 kc.** to **1420 kc.,** and to change power from 1 KW, day, to 1 KW, day, 500 watts night; unlimited time. (B3-P-3601)

KTAR and KEIM—Arizona Publishing Co. (transferor), John J. Louis (transferee), KTAR Broadcasting Co. (Licensee), Phoenix, Ariz.—Granted consent to transfer of control of KTAR Broadcasting Co., licensee of station KTAR and associated relay station KEIM, from Arizona Publishing Co., by transfer of 50,000 shares, or 77.27 per cent of the issued and outstanding capital stock to John J. Louis, for a consideration of $375,000. (B5-TC-367)

WINX—WINX Broadcasting Co., Washington, D. C.—Granted consent to transfer control of Station WINX from Lawrence J. Heller, Agnes W. Heller, individually and as Trustee for Pamela Heller, Christopher Heller, Anthony Heller, Lawrence J. Heller, Jr., and Michael Heller, respectively, and Richard K. Lyon (transferors) to Eugene Meyer & Co., a partnership composed of Eugene Meyer and Agnes Meyer, d/b as The Washington Post, by transfer of 2000 shares, or 100 per cent, of the issued and outstanding capital stock of WINX Broadcasting Co., licensee of Station WINX, for a cash consideration of $500,000. Commissioner Durr dissented. (B1-TC-388)

WQXR and WQXQ—John V. L. Hogan (transferor), The New York Times Co. (transferee), Interstate Broadcasting Co., Inc. (Licensee), New York, N. Y.—Granted application for transfer of control of Interstate Broadcasting Co., Inc., licensee of standard broadcast station WQXR and high frequency station WQXQ, New York City, by the transfer of 60 shares, or approximately 52.4 per cent of the issued and outstanding Class A Common voting stock from John V. L. Hogan, to The New York Times Company, for approximately $1,000,000; Commissioner Durr dissented. (B1-TC-365)

KECA—Earle C. Anthony (assignor), Los Angeles, Calif., Blue Network Co., Inc. (assignee), Hollywood, Calif.—Granted voluntary assignment of license of station KECA, from Earle C. Anthony, Inc., to Blue Network Co., Inc., for a total consideration of $800,000. (B5-AL-428)

KYUM—R. N. Campbell, D. Morgan Campbell and Eleanor McCoy (transferors), John J. Louis (transferee), Yuma Broadcasting Co. (licensee), Yuma, Ariz.—Granted consent to transfer of control of Yuma Broadcasting Co., licensee of Station KYUM, by transfer of 12,350 shares, or 49.4 per cent of the issued and outstanding capital stock of the licensee from R. N. Campbell, D. M. Campbell and Eleanor McCoy, to John J. Louis, for a consideration of approximately $15,438. (B5-TC-379)

KYCA—Southwest Broadcasting Co., Prescott, Ariz.—Granted consent to transfer control of Southwest Broadcasting Co., licensee of Station KYCA, from Albert Stetson to KTAR Broadcasting Co.

WJLD—J. Leslie Doss (assignor), George Johnston (assignee), Bessemer, Ala.—Granted consent to voluntary assignment of license from J. Leslie Doss to George Johnston, for a consideration of $106,000. Commissioner Durr dissented. (B3-AL-422)

LICENSE RENEWALS

Granted renewal of following station licenses for the period August 1, 1944, and ending not later than May 1, 1947:

KFEL, Denver, Colo.; KFPY, Spokane, Wash.; KFWB, Los Angeles, Calif.; KFXJ, Grand Junction, Colo.; KMA, Shenandoah, Iowa; KMBC and auxiliary, Kansas City, Mo.; KPOF, near Denver, Colo.; KTMS, Santa Barbara, Calif.; KVAN, Vancouver, Wash.; WAVE, Louisville, Ky.; WDAY, Fargo, N. Dak.; WELI, New Haven, Conn.; WGBG, Greensboro, N. C.; WGBI and auxiliary, Scranton, Pa.; WHA, Madison, Wisc.; WMMN, Fairmont, W. Va.; WSUI, Iowa City, Iowa.

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Granted renewal of license for main and auxiliary transmitters upon a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the Commission upon the pending application for removal of license of Station WORL; temporary grant to be for the term beginning August 1, 1944, and ending not later than May 1, 1947. (Docket 6626)

KDRO—Milton J. Hinlein, Sedalia, Mo.—Granted renewal of license of Station KDRO. (B4-R-1012)

W2XEO—Capitol Broadcasting Co., Inc., Schenectady, N. Y.—Granted renewal of license for the period ending not later than April 1, 1945. (B1-RST-4)

WQXR-WQXQ—Interstate Broadcasting Co., Inc., New York, N. Y.—Granted renewal of licenses for main and auxiliary transmitters of Station WQXR and renewal of license of high frequency station WQXQ. (B1-R-1021; B1-RH-35)

DESIGNATED FOR HEARING

Durham Broadcasting Co., Inc., Durham, N. C., and Harold H. Thoms, Durham, N. C.—Designated for consolidated hearing, the applications of Durham Broadcasting Co., Inc., for construction permit for new station to operate on **1580 kc.,** with 250 watts, unlimited time, and of Harold H. Thoms for construction permit for new station to operate on **1580 kc.,** 1 KW power, unlimited time, transmitter and studio locations to be determined. (B3-P-3592; B3-P-3579, respectively.)

MISCELLANEOUS

KABC—The Alamo Broadcasting Co., Inc., San Antonio, Texas—Granted application for construction permit to change frequency from **1450** to **680 kc.**, increase power from 250 watts unlimited time to 50 KW day, 10 KW night, install a new transmitter and directional antenna for night use, and change transmitter location; granted subject to approval of antenna by the Commission's Chief Engineer, and subject to compliance with the Commission's Supplemental Statement of Policy of January 26, 1944.

KTHT—Texas Star Broadcasting Co., Houston, Texas—Granted authority to begin program tests in accordance with Section 2.43 of the Commission's Rules.

Beauford H. Jester, et al., Waco, Texas—Granted request for authority to take depositions in re application for new station (Docket 6218) which has been scheduled for consolidated hearing with applications of KDNT (Docket 6352), WACO (Docket 6590), and Truett Kimzey (Docket 6589).

Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted motion for order to take depositions in re application for new station (Docket 6231), scheduled for consolidated hearing with application of Jas. F. Hopkins, Inc. (Docket 6230)

Birney Imes, Jr., Meridian, Miss.—Granted petition for order to take depositions in re application for new station. (Docket 6596)

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Passed over for one week petition for postponement of hearing now scheduled for July 24, in re application of KMLB (Docket 5994) and KNOE, Inc. (Docket 5995)

Truett Kimzey, Greenville, Texas—Granted petition to take depositions in re application for new station. (Docket 6589)

WDSU—E. A. Stephens, H. G. Wall, and Fred Weber, d/b as Stephens Broadcasting Co., New Orleans, La.—Adopted order granting petition for leave to amend application for license for auxiliary transmitter so as to permit the use of its previously licensed 1 KW transmitter, with power of 1 KW day, 500 watts night, instead of 1 KW day and night as originally requested, employing a non-directional antenna; granted the application as amended; removed the application from hearing docket. (B3-L-1797; Docket 6599)

WGH—Hampton Roads Broadcasting Corp., Newport News, Va.—Denied request for waiver of such Commission rules as may be necessary in order to permit Station WGH to announce its station identification as "Newport News and Norfolk."

APPLICATIONS FILED AT FCC

560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Construction Permit for reinstatement of Construction Permit (B5-P-3150 as modified) for change in frequency from **1490 kc.** to **560 kc.**, increase power from 250 watts to 1 KW, installation of new transmitter and directional antenna for night use.

580 Kilocycles

KFXD—Frank E. Hurt, Nampa, Idaho—Construction Permit to change frequency from **1230 kc.** to **580 kc.**, increase power from 250 watts to 1 KW, changes in transmitting equipment, move transmitter and studio to near Meridian, Idaho, and Boise, Idaho, respectively, and install directional antenna.

600 Kilocycles

WMT—Iowa Broadcasting Co., Cedar Rapids, Iowa—Voluntary assignment of License to American Broadcasting Company.

660 Kilocycles

KOWH—World Publishing Co., Omaha, Nebr.—Special Service Authorization to operate on **660 kc.**, unlimited hours of operation, using 250 watts night and 500 watts daytime.

740 Kilocycles

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—License to cover Construction Permit (B5-P-3605) which authorized installation of a new ground system.

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Authority to determine operating power by direct measurement of antenna power.

940 Kilocycles

NEW—Charles A. Sprague, Glenn R. Thayer and Eleanor M. Behrman, d/b as WMIL Broadcasting Co., Milwaukee, Wisc.—Construction Permit for a new Standard Broadcast Station to be operated on **940 kc.**, 250 watts power, and daytime hours of operation.

1230 Kilocycles

KALE—KALE, Inc., Portland, Oregon—Transfer of control of licensee corporation from C. W. Myers and Mrs. Josephine Hunt to Journal Publishing Company.

WCOL—WCOL, Incorporated, Columbus, Ohio—Voluntary Assignment of License to Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley, and Grace M. Pixley, partners, d/b as The Pixleys.

KWG—McClatchy Broadcasting Co., Stockton, Calif.—Authority to determine operating power by direct measurement of antenna power.

KWG—McClatchy Broadcasting Co., Stockton, Calif.—License to cover Construction Permit (B5-P-3498) which authorized increase in power and changes in transmitter and antenna.

1240 Kilocycles

NEW—Rochester Broadcasting Corp., Rochester, N. Y.—Construction Permit for new Standard Broadcast Station to be operated on **1240 kc.**, power of 250 watts, and unlimited hours of operation, AMENDED re corporate structure.

1260 Kilocycles

WOL—American Broadcasting Co., Washington, D. C.—Voluntary assignment of License to Iowa Broadcasting Company.

1340 Kilocycles

WDAK—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., Columbus, Ga.—License to cover Construction Permit (B3-P-3589) which authorized move of transmitter and studio and installation of new antenna.

WDAK—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., Columbus, Ga.—Authority to determine operating power by direct measurement of antenna power.

WGAU—J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland, d/b as J. K. Patrick & Co., Athens, Ga.—Authority to make changes in automatic frequency control equipment.

KVOX—KVOX Broadcasting Co., Moorhead, Minn.—Relinquishment of control of licensee corporation by David C. Shepard through transfer of 68 shares of common stock to John W. Boler, M. M. Marget, and R. S. Felhaber and transfer of 9 shares from Howard S. Johnson to R. S. Felhaber.

1400 Kilocycles

NEW—Chatham Broadcasting Co., Savannah, Ga.—Construction Permit for a new Standard Broadcast Station to be operated on **1400 kc.**, power of 250 watts, and unlimited hours of operation.

1470 Kilocycles

NEW—H. C. Cockburn, tr/as San Jacinto Broadcasting Co., Houston, Texas—Construction Permit for a new Standard Broadcast Station to be operated on **1470 kc.**, power of 1 KW, and unlimited hours of operation.

NEW—Jas. A. Brown, Ronald C. Johnson, Elbert B. Griffis, Bert Graulich, Chas. H. Johnson, Wm. A. Johnson, Jas. E. Brooker, Chas. E. Cross, Alden J. Woodworth, Frank E. Sater and Frank J. Beougher, d/b as Atlantic Shores Broadcasting, Ltd., Coral Gables, Fla.—Construction Permit for a new Standard Broadcast Station to be operated on **1490 kc.**, power of 250 watts, and unlimited hours of operation.

WRLD—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Modification of Construction Permit (B3-P-3543) which authorized construction of a new standard broadcast station for extension of completion date from 7-15-44 to 8-14-44.

KRNR—News-Review Co., Roseburg, Oregon—Construction Permit to move transmitter and studio locally.

FM APPLICATIONS

NEW—Warner Bros. Broadcasting Corp., Hollywood, Calif.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **44900 kc.,** with coverage of 3,118 square miles.

NEW—Cincinnati Broadcasting Co., Cincinnati, Ohio—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **43700 kc.,** with coverage of 19,100 square miles.

NEW—Tampa Times Company, Tampa, Fla.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **45300 kc.,** with coverage of 8,100 square miles.

TELEVISION APPLICATIONS

NEW—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #1 **(50000-56000 kc.).**

NEW—Warner Bros. Broadcasting Corp., Hollywood, Calif.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #3 **(66000-72000 kc.).**

NEW—Allen B. DuMont Laboratories, Inc., Passaic, N. J.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #4 **(78000-84000 kc.).**

NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Construction Permit for a new Experimental Television Broadcast Station to be operated on **401000 to 417000 kc.**

MISCELLANEOUS APPLICATIONS

WLWL—The Crosley Corporation, Mason, Ohio—License to cover construction permit (B2-PIB-41) for a new International Broadcast Station.

WLWR—The Crosley Corporation, Mason, Ohio—License to cover construction permit (B2-PIB-42) for a new International Broadcast Station.

WLWS—The Crosley Corporation, Mason, Ohio—License to cover construction permit (B2-PIB-39) for a new International Broadcast Station.

WNRA—National Broadcasting Co., Inc., Bound Brook, N. J.—License to cover Construction Permit (B1-PIB-48) as modified) which authorized construction of a new International Broadcast Station.

WMFM—The Journal Company (The Milwaukee Journal), Milwaukee, Wisc.—Construction Permit to change frequency from **45500 kc.** to **43900 kc.,** coverage from 2,500 to 17,828 square miles and antenna changes.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

P. Ballantine & Sons, manufacturing and selling malt beverages, with its principal offices located at 57 Freeman Ave., Newark, N. J., and wholesale agencies in New York, Albany, N. Y, Providence, R I., New Haven, Conn., Hicksville, L. I., and Washington, D. C., is charged in a complaint with violation of Section 7 of the Clayton Act by acquiring the capital stock of the Christian Feigenspan Brewing Company, a competing corporation. Section 7 of the Clayton Act prohibits such capital stock acquisitions where the effect may be to substantially lessen competition, to restrain trade, or tend to create a monopoly. (5187)

E. H. Hamlin Co., Mutual Life Bldg., Seattle, Wash., selling and distributing canned salmon and other sea food products, is charged in a complaint with violation of the brokerage section of the Robinson-Patman Act. The complaint alleges that the respondent distributes and sells his products directly to certain buyers in interstate transactions and has paid to such buyers commissions or brokerage fees on purchases made by them for their respective accounts. The respondent's method of distribution and sale, the complaint continues, is representative of the sales methods of a number of West Coast distributors. Such buyers customarily designate themselves as "brokers," "merchandise brokers" or "primary distributors," although they are known to the trade as "buying brokers" or "speculative brokers." (5189)

Two New York City firms, **Lewis & Conger,** 45th St. and Sixth Ave., and **Conrad W. Woehler,** trading as C. W. Products Co., 155 East 44th St., are charged in a complaint with misrepresentation in the sale of "Foxhole Pillows" which they advertise as affording soldiers more comfort than any article they may carry into combat. (5191)

National Electric Manufacturers Co., 60 East 42d St., New York, selling and distributing flexible shafting for the remote control of valves in ships and naval vessels, is charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce. (5192)

Superior Products Company, trading as S-P Laboratories, 2200 South Lamar St., Dallas, Tex., manufacturing and distributing cosmetic and medicinal products, including preparations designated "Sue Pree' Trio 3-Purpose Cream" and "Sue Pree' Bleach Cream," is charged in a complaint with false advertising and misrepresentation. The respondent sells the preparations to retail stores which in turn sell to ultimate purchasers. In advertisements in catalogs and other media, the respondent allegedly has represented that Trio 3 Purpose Cream nourishes the tissues and improves the texture of the skin. The complaint alleges that the preparation does not nourish the tissues or improve skin texture and that the advertisements fail to reveal that the respondent's bleach cream contains ammoniated mercury which, under certain conditions of use, may be dangerous to users. (5188)

U-C-A Manufacturing Co., 1425 South Racine Ave., Chicago, selling and distributing salve, menthol inhalers and miscellaneous merchandise, are charged in a complaint with misrepresentation. (5190)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist order last week:

Ovrhaul Co., 679 South Dunsmuir Drive, Los Angeles, has been ordered to cease and desist from misrepresenting the properties and effectiveness of his product designated "Ovrhaul," advertised as being capable of reconditioning automotive engines and of saving oil and gas. (3713)

STIPULATION

During the past week the Commission has announced the following stipulation:

Sun Radio and Service Supply Corp., 938 F St., N. W., Washington, D. C., selling, repairing and servicing radios, has stipulated to cease representing among other things that it has radio batteries for sale, or any other kind of merchandise which it does not actually have in stock and available for delivery to purchasers. (3869)

FTC COMPLAINT DISMISSED

The Federal Trade Commission has ordered the dismissal of its complaint against the Washington Civilian Institute, Inc., formerly at 129 W. Saratoga St., Baltimore. The respondent, charged with misrepresentation in the sale of courses of study and instruction for preparing students for examinations in Civil Service positions, has forfeited its charter and is no longer in existence.

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 30, July 28, 1944

FCC ASKS CONGRESSIONAL POLICY

The FCC has asked Congressional direction as to the policy it should follow in passing on the sale of radio stations where the sales prices are far in excess of the going-concern and physical property values of the stations and appear to involve considerable compensation for the radio frequencies themselves.

In identical letters to Senate Interstate Commerce Committee Chairman Burton K. Wheeler and to Representative Clarence Lea, Chairman of the House Interstate and Foreign Commerce Committee, FCC Chairman James Lawrence Fly suggested the "tremendously high prices" which radio stations command in the present market indicates the sellers may be profiting from their lien on a radio frequency which they have been authorized to use under the Communications Act of 1934, but whose ownership under the Act is reserved to the public.

Chairman Fly's letter which cites several such recent transfers of radio facilities, follows in part:

"The Congress has had before it proposals to limit the amount of consideration to the value of the physical properties (of radio stations) transferred but no provision of this character has been adopted. The statute does make clear that the frequencies are not in any way the property of the licensees. The Commission has rejected and is prepared to reject any transfer which on its face involves a consideration for the frequency. The Commission, apparently consistent with Congressional policy, has approved transfers that involve going-concern values, good will, etc. There remains, however, a serious question of policy and one on which the law is not clear, as to whether the Commission should approve a transfer wherein the amount of the consideration is over and beyond any amount which can be reasonably allocated to physical values plus going-concern and good will, even though the written record does not itself show an allocation of a sum for the frequency. Our concern in this regard is heightened by the tremendously high prices which radio stations are commanding in the present state of the market. This is illustrated by the fact that one local station was sold for a half-million dollars and some regional stations are selling for a million or more.

"It is the Commission's policy to disapprove of transfers which obviously represent the activities of a promoter or broker, who is simply acquiring licenses and trafficking in them. Under the present state of the law, however, it is not clear that the Commission has either the duty or the power to disapprove of a transfer merely because the price is inordinately high—even though it may well be deduced that a substantial value is placed on the frequency. In the absence of a clear Congressional policy on this subject, we thought best to draw the matter to the attention of your own Committee and the House Committee on Interstate and Foreign Commerce."

A partial list of important transfers of control and voluntary assignments of licenses and construction permits, showing date of Commission approval, follows: (Since January 1, 1944)

KFOR, Lincoln, Nebr.; 1240 kc., 250 watts, unlimited time; 4/18/44; from Sidles Co., et al, transferor, to Chas. T. and James Stuart, transferee; $100,000 for 100% of stock.

KID, Idaho Falls, Idaho; 1350 kc., 5 kw-LS, 500 watts-N; unlimited time; 6/6/44; from J. W. Duckworth, transferor, to Walter Bauchman et al; $100,000 for 100% of stock.

KJBS, San Francisco, Calif.; 1100 kc., 500 watts, Limited—WTAM; 6/20/44; from Mott Q. Brunton et al, transferor, to KJBS Broadcasters, a partnership; $200,000 for 100% of stock.

KLRA, Little Rock, Ark.; 1010 kc., 10 kw.-LS, 5 kw-DA-N; unlimited; 5/30/44; from A. L. Chilton, transferor, to Gazette Publishing Co., transferee; $275,000 for 64.5% of stock.

KOIL, Omaha, Nebr.; 1290 kc., 5 kw, unlimited, DA-N; 4/18/44; from Sidles Co. et al, transferor, to Chas. T. and James Stuart, transferee; $250,000 for 100% of stock.

KSLM, Salem, Ore.; 1390 kc., 1 kw, unlimited; 2/29/44; from H. B. Read, transferor, to Paul V. McElwain and Glen E. McCormack, transferee; $69,000 for 100% of stock.

KTAR, Phoenix, Ariz.; 620 kc., 5 kw, unlimited, DA-N; 7/18/44; from Arizona Publishing Co., transferor, to John J. Louis, transferee; $375,000 for 77.3% of stock.

KWK, St. Louis, Mo.; 1380 kc., 5 kw-LS, 1 kw-N, un-

(Continued on page 248)

THANKS FOR YOUR CO-OPERATION ON WAC ADVERTISING QUESTIONNAIRE

The letter addressed to all radio stations in the United States regarding paid WAC recruitment advertising has produced a welcome avalanche of replies. These are being sorted and tabulated as soon as received in order to maintain a continuing report of the answers to the three questions asked in the questionnaire.

DON'T FORGET TO RETURN YOUR QUESTIONNAIRE

If you have not already filled out and returned your questionnaire, please do so at once. If you failed to receive a copy, wire or write NAB headquarters and one will be sent to you by return mail.

89.6% FAVOR PAID WAC RECRUITMENT ADVERTISING

An analysis of 239 returns indicates that 89.6% of such stations are in favor of the acceptance of *paid* WAC recruitment advertising. Those opposed provide 9.6% of the returns, while .8% might be classed in the "maybe" category.

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

FCC ASKS CONGRESSIONAL POLICY

(Continued from page 247)

limited; 3/21/44; from Grace C. Convey, transferor, to Robert T. Convey, transferee; $105,950 for 52% of stock.

KWTO, Springfield, Mo., 560 kc., 5 kw-LS, 1 kw-DA-N, unlimited; 2/29/44; from Springfield Newspapers, Inc., et al, transferor, to Lester E. Cox, et al; $100,000 for 50% of stock.

WCOL, Columbus, Ohio; 1230 kc., 250 w, unlimited; 5/30/44; from Kenneth B. Johnston, transferor, to Lloyd Pixley, et al, transferee; $250,000 for 100% of stock.

WELI, New Haven, Conn.; 960 kc, 1 kw-LS, 500 w, DA-N; 6/27/44; from Arde Bulova and Harold LaFount, transferor, to Harry C. Wielder et al, transferee; $185,000 for 100% of stock.

WIBC, Indianapolis, Ind.; 1070 kc., 5 kw-LS, 1 kw-DA-N; 5/30/44; from H. G. Wall et al, transferor, to Indianapolis News Publishing Co., transferee; $440,000 for 100% of stock.

WINX, Washington, D. C.; 1340 kc., 250 w, unlimited; 7/18/44; from Lawrence J. Heller et al, transferor, to Eugene Meyer & Co., a partnership; $500,000 for 100% of stock.

WJJD, Chicago, Ill.; 1160 kc., 20 kw, Limited-KSL; 7/5/44; from H. Lester Atlas et al, transferor, to Marshall Field, transferee; $696,000 for 96.6% of stock.

WLBZ, Bangor, Maine; 620 kc, 5 kw, unlimited, DA; 2/1/44; from Thompson L. Guernsey, transferor, to Eastland Broadcasting Co., transferee; $150,000 for 100% of stock.

WMAZ, Macon, Ga.; 940 kc, 5 kw, unlimited, DA; 4/4/44; from E. K. Cargill, transferor, to George P. Rankin, Jr., transferee; $120,000 for 41% of stock.

WPDQ, Jacksonville, Fla.; 1270 kc., 5 kw, unlimited, DA-N; 3/14/44; from Ernest D. Black, transferor, to L. D. Baggs, transferee; $180,326 for 60% of stock.

WQXR, New York, N. Y.; 1560 kc., 10 kw, unlimited; 7/18/44; from John V. L. Hogan et al, transferor, to New York Times Co., transferee; $987,500 for 100% of stock.

KECA, Los Angeles; 790 kc, 5 kw, unlimited, DA-N; 7/18/44; from Earle C. Anthony, Inc., assignor, to Blue Network Co., Inc., assignee; $800,000.

KTOK, Oklahoma City, Okla.; 1400 kc., 250 w, unlimited; 4/18/44; from Oklahoma Broadcasting Co., Inc., assignor, to O. L. Taylor, assignee; $150,000.

KBIR, Knoxville, Tenn.; 1240 kc., 250 w, unlimited; 1/11/44; from J. W. Birdwell, assignor, to American Broadcasting Co., Inc., assignee; $135,000.

WJLD, Bessemer, Ala.; 1400 kc., 250 w, unlimited; 7/18/44; from J. Leslie Doss, assignor, to George Johnston, assignee; $106,000.

WFTL, Ft. Lauderdale, Fla.; 710 kc., 10 kw, unlimited, DA-N; 2/29/44; from Ralph A. Horton, assignor, to Fort Industry Co., assignee; $275,000.

DURR CLARIFIES DISSENT

FCC Commissioner Clifford J. Durr released a memorandum on Wednesday (26) setting forth his reasons for dissenting in the action of the Commission taken on July 18 approving without hearing the transfers of the licenses of Stations WJLD, WINX, WQXR and WQXQ. In the press release accompanying the memorandum, Mr. Durr stated that the July 25 letter of Chairman Fly to Senator Burton K. Wheeler and Congressman Clarence Lea, chairmen respectively of the Senate Committee on Interstate Commerce and the House Committee on Interstate and Foreign Commerce, calling their attention to the increasing price of radio stations indicated there was little disagreement between the other members of the FCC and himself with respect to the seriousness of this problem, the main point of difference being the present authority of the Commission to deal with the situation. Mr. Durr's memorandum follows:

"MEMORANDUM:

Re: J. Leslie Doss, Transferor
George Johnston, Transferee
Bessemer, Alabama (WJLD)
Lawrence J. Heller, et al., Transferors
Eugene Meyer and Agnes Meyer, d/b as
The Washington Post, Transferees
Washington, D. C. (WINX)
John V. L. Hogan, Transferor
New York Times Company, Transferee
New York, N. Y. (WQXR and WQXQ)

"My reason for voting against approval of the above assignments of license was the same in all three cases. The prices being paid for the stations seemed to me to raise serious questions of law and public interest, and I therefore think that each application should have been set for hearing to ascertain:

"(a) Whether or not any part of the purchase price represents payment for a radio channel in violation of Sections 301 and 309(b) of the Communications Act of 1934, as amended, and,

"(b) Whether the amount being invested in the station by transferee will affect the operations of the station in the public interest.

"Station WJLD, Bessemer, Alabama, is a 250-watt station operating on a local channel. The replacement cost of all its physical properties, real and personal, is only $12,269, and the original cost $12,019. The net worth of all of its assets, tangible and intangible, according to its books, is $14,236. For the year 1943, its net income before Federal taxes and without deduction of any salary for the proprietor was $4,966. The purchase price being paid is $106,000, which is more than *seven* times the net worth of the station and more than *twenty-one* times its net profits before Federal taxes.

"Station WINX, Washington, D. C., is likewise a 250-watt station operating on a local channel, but operates with a booster which serves to extend its coverage. The replacement cost of all its physical properties, real and personal, is only $58,492, and the original cost $56,966. The net worth of all of its assets, tangible and intangible, according to its books, is $48,254. For the year 1943, its net income before Federal taxes was $20,186. The purchase price being paid is $500,000, which is more than *ten* times the net worth of the station and more than *twenty-four* times its net profits before taxes.

"Station WJLD was first licensed only a little more than two years ago and Station WINX less than four and one-half years ago. The purchase price being paid for WJLD represents a profit of nearly 800 per cent on the cost of its physical properties and over 650 per cent on its net worth. The purchase price being paid for WINX represents a profit of nearly 800 per cent on the cost of its physical properties and over 950 per cent on its net worth.

"Station WQXR, New York, N. Y., is a 10kw station and WQXQ is a frequency modulation (FM) station. No figures were before the Commission as to the replacement cost or the original cost of the physical properties involved in the transfer. However, the net worth of all of the assets of the present licensee corporation, both tangible and intangible, is $227,037. For the year 1943, its net income before Federal taxes was $30,320. The purchase price being paid is approximately $1,000,000, which is approximately *four and one-half* times the net worth of the licensee corporation and nearly *thirty-three* times its net profits before taxes.

"Radio broadcasting is competitive and it is not the function of the Commission to protect either the buyers or the sellers of radio stations from the consequences of the exercise of their own business judgment. However, the Commission does have the responsibility of seeing to it that licensees observe the provisions of the Communications Act and that licenses for the operation of broadcasting stations are neither granted nor transferred unless the public interest will be served. Its responsibility in approving transfers is no less than its responsibility in making original grants of licenses. Section 310(b) of the Act provides:

> " 'The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, *after securing full information*, decide that said transfer is in the public interest, and shall give its consent in writing.' (Italics supplied.)

"Sections 301 and 309(b) of the Communications Act provide clearly that radio channels are public property and incapable of private ownership. It follows that neither the channels nor any right to use them is for sale, either by private individuals or by the Government. The Communications Act provides that they are to be licensed by the Commission, only for limited periods of time, and only to whose whom the Commission finds best qualified, by ability and intention, to use them in the public interest. Ability to outbid others in the price offered for a station has no relation to qualifications of this kind.

"In each of the three transfers under consideration, the price being paid appears, on its face, to be greatly in excess of any demonstrated value of the properties and business being sold. For what is this excess being paid? Are there elements of value in the transferors' properties and businesses which are not apparent from the information contained in their applications, or are they selling something they do not own and have no right to sell, namely, the use of a radio channel? Moreover, the new licensees are taking on financial loads many times greater than those of the old licensees. All of these stations are commercial stations, and it is reasonable to assume that the purchaser of a commercial station buys with the expectation of earning at least a reasonable return on his investment. In the present cases, do the transferees regard their purchases as business ventures, or do they intend to operate the stations without regard to profit? If the former, how do they expect to operate the stations so that they will be self-sustaining and at the same time yield a fair business return on investments ranging from four and one-half to ten times the investments of the former licensees? Is it anticipated that profits will be increased through more economical and efficient operations or by increasing the price per unit of time sold, or is it contemplated that a substantial amount, if not all, of the increased profits will have to come from selling more time? If more time is to be sold, will a reasonable amount of the free time still be left for local civic programs, educational programs, the discussion of controversial public issues, and other sustaining programs?

"It seems to me that the applications, on their face, point to the need of 'securing full information' before the Commission can decide that the transfers are in the public interest.

"Far from the least important feature of our American broadcasting system is that the cost of establishing and operating radio stations has been within the reach of qualified individuals and groups having only moderate financial means. In many communities, all presently available standard radio channeles are occupied and the only way for a newcomer to get into the field is by the purchase of an existing station. The present inflationary trend in the price of radio stations, if continued, will tend not only to increase still further the already tremendous pressure on sustaining programs but also to push radio broadcasting more and more beyond the reach of any but the well-to-do. Certainly the inflationary trend should not be encouraged by permitting the capitalization of licenses.

C. J. DURR,
Commissioner."

The reasons set forth in the memorandum also apply to his dissent from the Commission's action of July 25 approving transfer of New Jersey Broadcasting Corporation, licensee of Station WHOM and relay station WABC, Jersey City, N. J., from Paul F. Harron, Joseph Lang, et al., to the Iowa Broadcasting Company for $403,528.23, Commissioner Durr said.

TWO BOARD MEMBERS ENTER SERVICE

Two members of the NAB Board of Dirctors have entered the armed services and as a consequence presented their resignations from the NAB Board.

James W. Woodruff, Jr., Director for the Fifth NAB District, embracing the States of Alabama, Florida and Georgia, and Puerto Rico, entered the Army as a private.

Barney J. Lavin, one of the Directors-at-Large for medium-sized stations, reported to the Marine Corps at Quantico, Virginia, where he was commissioned a Second Lieutenant. These two vacancies on the Board will be filled by Board action at the meeting of the Board to be held in connection with the Executives War Conference.

RYAN SPEAKS ON RADIO AND WAR

President Harold Ryan delivered an address on Thursday (27), before the State Conference on the Use of Radio in Farm and Home Safety under the auspices of the New York Department of Health. Mr. Ryan's topic was "Radio's Public Service in Time of War." His address follows:

Radio, to a great many people in this country, was born on the sixth day of June in the year nineteen hundred and forty-four—less than two months ago. They had used it, enjoyed it, grown accustomed to it, turned to it instinctively on D-Day—but never really knew what it was until its microphones went into action alongside fighting sons, husbands and brothers invading the shores of Normandy from the sea and from the air. The minute by minute account of this mighty combat, the voices of brave men from abroad, the roar of guns and planes and noise of battle sent thousands impulsively to their knees in prayer for those who were known to be in the invasion forces.

Here was realism—but realism that everybody wanted—realism that made Americans feel that they were close to their loved ones—realism that placed a new value on this precious link of communications with the other side of the world. And so, to millions of our people, radio was born on D-Day.

To the industry itself, however, D-Day marked radio's arrival at maturity. A great crisis, more than the passage of years, often brings a person or an industry to its full development, to the firm realization of its faculties and abilities. Radio, slowly and painstakingly groomed for its major role in world affairs, which its founders visioned twenty years ago, on D-Day came to grips first hand with a major phase of this world shattering war. To paraphrase a well-known quotation: "We came, we saw, we *communicated*." In doing so, we attained our uncontested majority.

Radio had to be developed to the point where it could handle such an assignment as the coverage of this war. We think of radio as an invention that was capable of spanning great distances from its very beginning. Why, then, could it not have broadcast from a battlefront to the rest of the world at any time in its career? Here the theory must give way to the many practical and engineering problems which beset the industry during its life since the early twenties—not to mention the development of personnel and methods on a laborious scale.

If radio had gone to war around 1930 only a Paul Bunyan could have accomplished anything to compare with present day coverage. Paul Bunyan, the Giant of the Forests, might have strapped a radio tower on his back, hooked a ten-ton transmitter to his belt, plugged into an electric power system and broadcast in stentorian tones an account of the pigmy struggles of mankind a thousand feet below his bearded countenance—or buzzing in tiny planes like flies around his brow. Radio might have done it in some fashion in 1930, if radio's unwieldly and immobile equipment of that period could have been set up in flawless perfection at the scene of battle. In comparison, the pack transmitters, wire recorders and superlative equipment which accompanies radio correspondents into battle today resemble the tiny portable receivers alongside the huge pieces of furniture which were radio sets of a decade ago.

Radio, in every sense, grew up to its responsibility of covering this world war. Some years ago, the first attempts to use portable equipment in covering events that occurred beyond the reach of regular facilities were crude and experimental. Forward looking radio engineers built small short wave transmitters which broadcast over short distances to their home stations. What was received was then rebroadcast over standard facilities. Receiving antennae were built on the roofs of studios or at station transmitters. Some of the short wave transmitters were mounted on truck beds, their power generated by small gasoline motors. One short wave transmitter, a smaller, improved model, using a battery for energy, was installed in a baby buggy for the purpose of covering a championship golf match. Thus from America's peaceful fairways radio engineers, announcers and studio control operators learned the methods which someday would transmit the scream of shells, the roar of planes and mechanized equipment on the beachheads around the world.

The Magnetic Wire Recorder, one of radio's most valuable front line reporting mechanisms, is a wartime development. Light—an easy load for one man—this equipment permits recording on a spool of wire. No needles, no fragile records—this rugged recorder absorbs an accurate sound picture of the heaviest combat, explosions and all, as the reporter tells his running story of action at the front. Rushed back to transmission headquarters, the battle description is ready for broadcast immediately.

The forerunner of the Magnetic Wire Recorder, however, was the recording truck used by the radio station in your town to obtain interviews and descriptions of public events in that area, which were later broadcast. Extended practice over a period of years paved the way for the streamlined war model and trained the industry in the use of recording mechanism and recorded programs, so that their vital role in 1944 communications was supported all along the line by skill and experience. Some of the most vivid radio reports of this war owe their existence to the Magnetic Wire Recorder.

Then there are the thousands of words of news which come to the listeners in America every day by radio. These are spoken words. They cannot be the same words that are used on the printed page, although they tell the same stories. They must be addressed to the ear. They must follow the rules of oral delivery. This is what we call the style of radio news reporting. Early day radio news men were not born with the gift of a radio news reporting style. They had to develop it and then to teach it to others. The process required years and is still the subject of much planning and effort within the industry.

From a beginning marked by difficulties, restricted sources and even distrust of radio news, the industry has schooled an army of news reporters, achieved numerous world wide news sources and won for itself accredited correspondents wherever things are happening. It was this smooth working machine that maintained an unbroken flow of information on D-Day and continues to supply its listeners with stories and bulletins from every part of the globe.

Training of radio personnel is a broad topic which occupies an important place in the history of broadcasting. Putting all the elements together which make up a full day's broadcast schedule requires specialists in many departments, specialists who have learned by years of hard work how to be at ease and proficient in their jobs.

Tearing up and rebuilding a complete day's schedule, to accommodate emergency broadcasts and programs of great public interest, is no assignment to give newcomers in the radio field. When the managers and employees of stations and networks went home on the night of June 5th, their programs for the following day were all lined up in orderly fashion, as they had been for days, months and years before. But they were called from their beds to put stations on the air in the middle of the night and give invasion news precedence over everything else, revising and rebuilding their programs as they went. This was D-Day behind the scenes in radio and it made a new kind of veteran out of every experienced hand in the business of broadcasting, no matter how well he knew his job before. I hesitate to suggest what might have happened to the reports from abroad if these loyal people had not been trained to fill their posts capably and keep the show going here at home. But they could be depended upon and they had at their disposal the finest equipment that money could buy.

Inevitably we get down to the question, "Who paid for all this?" Who paid for this slow and methodical experimentation down through the years? Who bought equipment, used it, discarded it, then bought new and better equipment to do the same job all over again, only a little better? Who paid the salaries of station managers, program directors, continuity writers, announcers, salesmen, engineers, musicians, traffic managers, news men and hundreds of secretarial and clerical employees? Every one of them had to learn or be trained in the idiom of radio. All had to develop subconscious natures adapting them to their work. A radio employee was, and always has been, a considerable investment.

The mere granting of licenses by the government to operate radio stations is not like granting rights to mine government land, for example, where gold lays in abundant quantities. Radio held for its licensees only so much as they, by their ingenuity, money and devotion to public service, could make of it. That wasn't much in the early days of radio, and before it could really get started it was plunged into the depression which began in 1929. But its owners put up money and more money and sustained the industry until finally it became self-supporting.

And here we should say a word for the companies who invested their advertising dollars and their faith in an untried medium, testing this method and that method, receiving inevitable disappointments and yet coming back, again and again, until broadcasting as a medium for the sale and distribution of products was proved to their satisfaction. The record is full of instances in which advertisers started out with announcements or programs, guessed at the right kind of continuity, the right kind of program content, the right time of day or night, and were joined in this guessing game by radio people who were just as new to the business as the advertisers. Some advertisers guessed right, many guessed wrong, but they came back with determination. They continued to back up their judgment with their hard-earned American dollars and ultimately earned dividends on all that they had spent in proving the medium of radio. Radio's advertisers are part and parcel of the American system of broadcasting which they helped build.

Advertising money is responsible for the excellent system of networks which connect our stations and their millions of listeners on a national and international basis. The idea of radio networks originated in 1926. Stop and think how different would have been the story of D-Day without the network system which placed every radio home in America in instantaneous contact with foreign shores! Theirs is a record of accomplishment which points up the whole story of radio achievement on D-Day.

Late in 1943, six months before the Day, with trained correspondents already at strategic points, the networks began preparations for coverage of the invasion which was sure to come. They had to correlate every step in secrecy with the military planners. They charted the possibilities of good radio coverage in the same manner as the armed forces calculated the success of the actual invasion. Equipment, transportation, manpower were involved. Familiarity with all branches of military service was a necessity, both allied and enemy. Largely untried, completely unrehearsed, the networks faced D-Day with their fingers crossed but with a determination to fulfill the destiny to which the growth of their industry had brought them. More than a hundred correspondents were involved in this assignment, aided by several thousand men and women on news desks, at control boards and at shortwave sending and monitoring stations, engineering and communications experts, foreign office managers and local station personnel, all the way back to the last person who helped to get the broadcasts out to the listeners of his station in his area.

On the field were additional correspondents of local radio stations, each of whom had his primary obligation to his home transmitter.

Ready to pour story after story into broadcast channels were also the hundreds of correspondents of national and international press associations, who serve press and radio alike in the gathering of news.

When H-Hour came, in the early morning of June 6th, this giant communications pattern leaped into electrical life across the entire face of the globe. The story as we know it in America need hardly be repeated. Local stations everywhere went on the air and stayed on as long as the invasion news went around the clock. All regular programs, commercial or sustaining, were either cancelled or revised to accommodate the flow of programs and bulletins from abroad. Each of the four major networks, NBC, CBS, Blue and Mutual, made more than one hundred invasion broadcasts during the first twenty-four hours. Not all of these were from abroad. Some of them originated here, to show the temper of the folks at home, to bring prayer and words of comfort to those who listened with anxiety.

More than nine hundred local news rooms and program departments augmented the network service with news reports received from press-radio wire services and station correspondents and with added features of strictly local interest and value to civic morale.

The greatest thing to remember about radio's coverage of the invasion of Europe is that quality of radio which distinguishes it from all other forms of communication. It is instantaneous. No matter how complicated its gathering system, no matter how far afield its point of origin, the human voice or other sounds occurring at its nethermost end are transmitted instantly to the four corners of the world. Although these impulses pass through a thousand hands at control points all along the way, they pass through all those hands at the same instant. They are not passed to one and then to the other, finally reaching the end. Consequently these control points must be synchronized to the fraction of a second, so that a word spoken on the other side of the world may be heard by a man and his wife at home in California. This flawless performance, which enabled millions of Americans to stand by their loved ones in spirit and affection as at no other time in the history of the world, was the contribution of radio and its people on D-Day.

But let me review briefly another type of contribution which radio has made since the beginning of this war. After flashing the dramatic news of the attack on Pearl Harbor, the broadcasting industry stood well up in line to receive its assignments from a government at war. What it could do was problematical, although its spontaneous cooperation in the projects of national defense were well known and appreciated. Deluged at first with wartime demands, many of which were conflicting and confusing, the broadcasters soon realized the need for coordination. Consequently what is now the Radio Branch of the Office of War Information, with the aid of stations, networks and advertisers, set up an allocation plan. Under this plan the requirements of all government agencies, civil and military, were presented to the stations in orderly fashion and received business-like treatment calculated to produce best results. The stations were free to contribute additional time, talent and facilities if they chose, and all of them have, quite generously, but the allocation plan furnished a guide and a systematic working arrangement. Recruiting for all branches of the armed forces, War Bond Drives, salvage, blood donor and conservation campaigns, the Office of Civilian Defense and many other vital war activities received powerful stimulation from the nationwide promotion activities of radio and its advertisers.

As a matter of fact, the figure compiled by the Office of War Information representing the number of listener impressions delivered by radio since April, 1942, is almost too big to grasp. Through the OWI allocation plan alone, radio has delivered since April, 1942, listener impressions totaling 54,560,257,000.

A listener impression is a message broadcast one time to one person. Over a period of time many different messages were broadcast to the same person. Likewise the same people heard the same messages more than one time. Anyone here should be willing to testify to that. The broadcasters themselves frequently wonder if now and then they do not approach the saturation point on war messages. But people have to be told the same things more than once, to produce results. And radio produces results.

The OWI figure, 54,560,257,000 listener impressions, means that America's population, which listens to the radio practically 100%, has been covered completely more than 400 times. Radio has sold this war and its responsibilities to one hundred and thirty million people more than four hundred times since April of 1942.

Rather than slacking up in 1944, the first twenty-nine weeks show a figure of 18,662,713,000 listener impressions, which accounts for a third of the total of the entire period since 1942.

This was for recruiting, conservation, salvage, War Bond Drives, blood donors and numerous government campaigns which any radio listener should recognize by now.

You might say, "Why, I'm sure I've heard these messages myself more than four hundred times over my radio." Quite possibly you have. But consider the millions of people in outlying areas, the great diversification of living habits. The value of radio is its ability to reach *everybody* at least a *few times*. Radio produced a national consciousness of war which is without parallel in the history of the world. And it is after all the national consciousness which *wins* wars.

What enabled this tremendous coverage of our population? Receiving sets, first, so people could listen. Programs, second, to keep them listening. The history of receiving set manufacturing in this country is another long story, and an important one in accounting for radio's contribution to the American way of life. Here again the growth was gradual, from the large cumbersome and expensive consoles to the small, compact inexpensive table models. The greatest accomplishment of the radio manufacturers, but typical of America's sales and distribution system, was the creation and marketing of radio receivers at a price level permitting every man, woman and child to enjoy and benefit from this marvelous medium of communication.

We say that we reached the people. Let us see how *effectively* they were reached. Did we produce results? On the 27th of May, 1943, the War Advertising Council made a report on the success with which radio had been used in behalf of the war during the year 1942. Permit me to quote from this report:

> "Candidates for Marine Officers schools jumped 40 per cent after two weeks of national radio promotion, June 8th through the 21st, 1942.
>
> "'Glider Pilots' were sought for two weeks from July 6th to 20th. Up to this time all efforts to recruit glider pilots had failed because the boys wanted to fly motorized planes. At the end of this two-week period, however, 30,000 glider pilots had been turned up, and every CAA school in the country packed to capacity.
>
> "The Coast Guard after a three-week campaign, from July 20th to August 10th, increased the number of applications being received for Reserve Officers training at least 40 per cent.
>
> "'Army-Navy Nurses' ran for three weeks, from July 27th to August 17th. The Army and Navy were calling for 3,000 nurses a month, and it looked as if the pool might soon be exhausted unless new volunteers were secured. At the conclusion of the drive, volunteers were already coming in at 50 per cent above the pre-drive rate. Several weeks after the conclusion of the drive, the number jumped to well over 100 per cent—and in

many communities as high as 250 per cent above the pre-drive rate.

"The Signal Corps drive, August 10th through the 23rd, upped recruits over 800 per cent.

" 'Army Specialists' were sought from October 5th to 19th, and on the Baseball Allocation Plan, a tie-up with baseball broadcasts, from September 21st to October 5th. By mid-October quotas for these mechanics for three branches of the Army were passed. This was considered a particular achievement, in view of the enormous pressure from industry for this type of skilled technical personnel.

" 'Non-Combat Pilots' was carried for one week beginning November 2nd. The CAA hoped for 50,000 returns. At the end of the 7-day period a total of 104 inquiries was assured.

" 'Don't Travel at Christmas'—A breakdown of transportation during Christmas of 1942 loomed unless civilian travel was curtailed. Radio went to work. On many railroads less traveled than last Christmas. The Office of Defense Transportation reported the much-feared breakdown completely averted. And *all* soldiers who wanted to get home got there.

" 'V-Mail'—This was an Army and Navy problem. One sack of V-Mail equals 65 sacks of regular mail. The week before the radio campaign, one-half million V-Mail letters were handled—during the third week of the campaign, one-and-a-quarter million—116 per cent increase. Today the increase is between 150 to 200 per cent." That was in May of 1943.

" 'Shoe Rationing'—This campaign was so secret the OWI called it Oyster Campaign. It had to be broken on Sunday at 3:00 P. M. to eliminate a run on shoe stores. No Sunday newspapers could be used because they were all printed Saturday night. Radio had not only to tell consumers they couldn't buy without ration coupons, it also had to tell shoe dealers they couldn't open Monday. Very few instances of dealers not hearing were reported.

"Recruitment of War Workers through the U. S. Employment Service gained 21 per cent in January 1943 over the previous month, with radio help."

All this happened in the first year of the war, when the responsibilities of war had to be explained to a nation which was almost stubborn for peace before Pearl Harbor. Instilling the idea of war was a major job alone without undertaking to promote and make effective its various processes such as I just covered in the War Advertising Council report. How did radio do it?

You will remember I said that in the beginning advertisers went on the radio with announcements and programs and guessed at the right continuity, the right kind of program content, the right time of day or night, and were joined in this guessing game by radio people themselves. Suppose the government had been faced with the same necessity?

The answer is that radio had developed scientific measurement of size and type of audiences and how to reach them. This was another slow and painstaking process in bringing the medium to the point where, in 1942, it had strategic importance to this nation at war. Radio knew, for example, that twenty million women listened regularly to daytime serials or soap operas, as they are frequently called. Here was the place for wartime messages on conservation, salvage, Civilian Defense and a host of subjects most appropriately directed to the homemakers of our country.

Radio knew the size and type of audiences which listened to its popular comedians, its musical shows, news, public forums, sports broadcasts—everything on the program schedule. Each one presented opportunities for reaching certain types of individuals or large mixed audiences. The War Advertising Council report mentioned the Baseball Allocation Plan. This meant that messages directed to men who would make the best Army Specialists were inserted in the play-by-play accounts of baseball games—because it was a known fact that the men of all classes and particularly men of technical skill, mechanics, machinists and others, were listening to baseball broadcasts. It produced results.

This knowledge of radio's potentialities existed not only on a national basis, with regard to network and nationally syndicated transcribed programs, it was just as much alive in the minds of station managers who had local programs with particular possibilities in local broadcast areas. The five War Bond Campaigns illustrate better than anything else what stations have done in their home towns to further the war effort. The reports of local station activities in behalf of the five War Bond drives fill a tremendous filing space at the headquarters of the National Association of Broadcasters. Stations filled huge auditoriums with purchasers of individual War Bonds who came to see radio talent shows—they held bond rallies on the city streets—they brought in public officials and returned war heroes for special broadcasts—they organized and promoted civic club drives—they worked with the city schools on door-to-door canvasses—they helped stage movie premieres—they devoted entire program schedules, 18 and 19 hours at a stretch, to bond selling—they set up bond booths in their own reception rooms—they sent their own personnel out on the street selling and delivering bonds to purchasers who called in as a result of broadcasts.

In morale-building activities, stations have staged camp shows, sent travelling troupes over wide areas to entertain members of the armed forces, picked up and broadcast practice maneuvers, sent out to all parts of the world and brought back the recorded voices of loved ones from that area, so the home folks could hear them, broadcast for jobs for returning veterans, equipped hospitals with sound systems and radio receivers, in short, pursued every avenue of activity wherein they might perform a public service as centers of local communication.

The full story of individual station cooperation with the war effort may never be told. It is too great to be recorded. It has been of such a nature as to defy factual analysis. It can best be described as whole radio station staffs, everyone engaged in broadcast operations, living, breathing and feeling the war with such intensity that it has permeated every word and every program emanating from their transmitters. This kind of Americanism cannot be reduced to writing. It can only be felt by the millions who listen and are inspired.

I want to give you another example that points up the magnitude of radio's contribution to America at war. In common with the other advertising media broadcasting has kept a running record of the contributions which have been made by the advertisers and the industry itself toward the support of the war effort.

It was radio's wish to figure this contribution in terms of time on the air . . . one hour programs, half-hour programs, fifteen-minute programs and announcements, and at first the records were kept on that basis. A difficulty, however, was soon encountered. The Government desired to know what was the total contribution of all advertising media toward the war. One newspaper page, plus one magazine page, plus one billboard, plus one-hour on the air equals what? We had to arrive at a common denominator. The obvious answer was to express the result in terms of dollars.

A technical method was reached for solving this problem in the radio field and the results surprised even the broadcasters themselves. During 1943 the total contribution of advertisers, broadcasting stations and networks, to the campaigns carried on by the Government in furtherance of the war amounted to the very considerable sum of slightly in excess of $202,000,000.

What does all this demonstrate? It demonstrates radio's effectiveness as a medium of communication in time of war. Radio has the same effectiveness in a peacetime economy but with less public significance . . . for it is not so readily apparent that radio's operation in the public interest constitutes two-fisted maintenance of the American way of life.

Public service groups . . . organized for the promotion of health, safety, law enforcement and general social advancement . . . should profit much from a study of radio's record in this war. They will learn that radio is phenomenally effective. It reaches people and causes them to feel and act. It does so by virtue of its trained personnel, technical equipment and years of experience in its form of public approach. They will learn that the people of radio are instinctively attuned to public service. Such people can be inspired to the pitch of a crusade for a laudable project. Public service groups will learn that there is no end to the manner and places in which radio can perform . . . through the networks, through loyal and public-spirited advertisers . . . and by all means through local station personnel. The result should be notable improvement in the relations between those whose superior knowledge of specialized social problems entitles them to the friendly counsel and cooperation of broadcasters who are in turn best qualified to communicate those problems and their suggested solutions to the people.

Radio stations are licensed to operate "in the public interest, convenience and necessity." The least important is "public convenience" . . . the next in importance is "public interest" and the most important is "public necessity." The words, "necessity is the mother of invention," were never so true as when they challenged radio's science, talent and resources to help fight a war for civilization's survival. The Chief Signal Officer of the Army of the United States, in awarding the broadcasting industry a Certificate of Appreciation for loyal and patriotic services, wrote as follows:

> "This acknowledgment of your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps."

It is our hope that the radio industry will find the same inscription in the hearts of the American people.

In Memoriam

Mark N. Smith, Director of Merchandising and Research for KMBC, died suddenly on July 15 at his home in Kansas City. He was 64 years of age. He was one of the early pioneers in the field of radio research and was widely recognized for his contribution to the development of many of the standard research methods and procedures employed today throughout the broadcasting industry. Mr. Smith had been associated with Mr. Arthur B. Church, owner and president of KMBC, for 13 years.

Mr. Smith is survived by his wife, Mrs. Helen Smith, prominent in Kansas City Red Cross affairs, and a son, Rex, now an Apprentice Seaman, USNR in V12 training.

TALENT SPARKS WAVE DRIVE

Stars from every phase of the entertainment world volunteered their services to the Navy for a new WAVE transcribed recruiting series called "Something For The Girls" beginning this month on an estimated 450 radio stations. The fourteen 15-minute broadcasts in the series feature performances by Eddie Cantor, Helen Hayes, Frank Sinatra, Barry Wood, Kate Smith, Morton Gould, Alec Templeton, Morton Downey, Fred Waring, Guy Lombardo, Lyn Murray, Howard Lindsay and Dorothy Stickney, Jeanne Cagney, Harry Cool, Ray Block, Clifton Fadiman, Al Goodman, Russell Bennett, Mark Warnow, Benny Goodman, Raymond Scott, Ed Sullivan and many others.

From the variety field came Eddie Cantor, with his complete show, including Nora Martin, Harry Von Zell and Vincent Travers' orchestra. Helen Hayes contributed a stirring performance in an original radio play, with Lyn Murray writing a special score as well as conducting the orchestra. Hollywood delivered Jeanne Cagney in a comedy routine and Carol Thurston as "Betty Wave" in the Russell Bennett musical picture composed especially for the WAVES. Singers Frank Sinatra, Barry Wood, Morton Downey and Harry Cool trotted out their best vocal arrangements for the series. The Theater's favorite team, Dorothy Stickney and Howard Lindsay, collaborated on an amusing modern take-off on "Life With Father."

Popular dance music is represented by Guy Lumbardo's Royal Canadians. Top novelty pianist Alec Templeton joined Morton Gould and his 50-man orchestra for 15 minutes of musical enjoyment. Benny Goodman's trio, Raymond Scott's orchestra and Columnist Ed Sullivan collaborate on a jazz show.

Kate Smith brought along Ted Collins and Jack Miller's band for an exciting session of favorite songs. Fred Waring's Pennsylvanians picked outstanding songs for their contribution.

Radio's leading announcers were unanimous in volunteering their services to the Navy. Clifton Fadiman, of "Information Please," took over announcing duties on the Lyn Murray-Howard Lindsay and Dorothy Stickney broadcast. John Reed King, Frank Gallop, Tom Shirley, Ward Wilson, Harry Von Zell, Bret Morrison, Jim Ameche, David Ross, Barry Gray, Dan Seymour and John Allen Wolf are among the word-flinging notables.

The series was approved by The American Federation of Musicians, A.S.C.A.P., B.M.I., AFRA and OWI, all of which cooperated fully.

The broadcasts are intended to keep WAVE recruiting at a high year-round level. They stress the advantages of the Women's Reserve of the Navy and offer free booklets for interested women.

They were produced by the Radio Section, Third Naval District, Public Relations Office, in behalf of the Navy. All WAVE recruiting activities for 1944 are on a voluntary basis, a small appropriation being for incidentals only.

BALCH LAUNCHES "VOTE" CAMPAIGN

Owen H. Balch, manager, KSAL, Salina, Kansas, is well started on a campaign over his station to get out the vote next November. His basic theme is that the individual must vote to have a say "in this government of the people, for the people, by the people."

The first phase of the campaign, devoted to registration, ended July 21. The current phase urges voting in the August primary. After primary results are known Mr. Balch will urge voting in the November election.

Below are four sample announcements prepared at KSAL:

July 21 . . . That's a red letter day to you Americans. That's the last day on which you can register to vote in the Fall. When you think that our men are fighting and dying right now to uphold a privilege on which America's future is based . . . you'll remember that date. July 21 . . . the last day you can register to vote. Go to the polls this Fall and use your voting rights.

A privilege worth fighting for is worth exercising. Your son in uniform is fighting to keep the privilege yours and his. It's up to you to exercise the privilege while he is on the battlefront. Make definite plans now to vote in the August primary and the November election.

Millions of fighting men and women are relying on you at home to carry on for them. They're relying on YOU *to uphold democracy on the home front as they are defending it on the fighting front. Do so by voting this Fall. Your vote this year speaks both for you and for the fighting forces.*

If democracy is worth fighting and dying for, it's worth voting for. Make use of your voting power this Fall. Millions of American men are fighting to preserve that power for you. Keep faith with them by voting . . . so they may come home to the democratic way of life they fought for. It is a duty and a privilege to vote.

KMBC-FM MAKES COMMERCIAL BOW IN KANSAS CITY

KMBC sends the following release:

One of America's pioneer radio stations, KMBC, basic affiliate of the Columbia Broadcasting System in Kansas City, went on the air June 24th with a commercial FM outlet operating under the call letters of KMBC-FM. Rated power is 1500 watts, and antenna system is located atop the tallest building in Kansas City, that of the Power and Light building.

Appearing on the first program originating through the new station were prominent officials from CBS in New York and Chicago and network affiliates from the North Central district. Those included were William Lodge, chief engineer of CBS; Howard Lane, director of public relations; Craig Lawrence, then general manager of KRNT of Des Moines; Hugh B. Terry, manager of KLZ in Denver, and Hugh Feltis, general manager of KFAB at Lincoln, Nebraska.

Arthur B. Church, president of the Midland Broadcasting Company, announced that KMBC-FM is now operating from noon to KMBC signoff weekdays and throughout the regular broadcast day on Sunday, synchronizing programming with that of KMBC.

DR. DE FOREST ON TELEVISION

MEXICO CITY—Mexico may soon be the scene of one of the world's first regular television broadcasts in color, according to a promise made here recently by Dr. Lee De Forest, famed scientist and inventor of the vacuum tube. Dr. De Forest came to this city early in June at the invitation of the Mexican Government to discuss plans for a proposed television station and the manufacture of inexpensive radio and television receivers in this country.

The distinguished scientist, whose genius made possible such modern miracles as long-distance radio communication, sound-pictures, television, short-wave diathermy and countless other applications of electronics, spent a month here conferring with government officials and leaders of the Mexican radio and motion-picture industries. Before leaving for the United States at the beginning of July, Dr. De Forest announced that he expected to return to Mexico in September, ready to begin work.

Foremost among his projects are a powerful television transmitter and a large plant for the production of radio and television sets which reportedly would be sold for 600 to 700 pesos apiece—approximately $120 to $140, respectively. Almost $500,000 was pledged for the building of television installations by members of the National Cinematographic Chamber at a recent banquet here in honor of Dr. De Forest, the money to be used to supplement government aid where necessary.

Also included in Dr. De Forest's plans is a great educational center in Mexico for study and research in electronics. The center would cost in the neighborhood of $1,000,000 and would serve as a scientific laboratory for almost 5,000 students from all the American republics, according to Dr. De Forest. Moreover, it would serve as a central clearing house for translating all literature on electronics into Spanish and Portuguese, for publication and distribution in Latin American countries.

Preliminary conversationse with Dr. Jaime Torres Bodet, Secretary of Public Education here, have resulted in an announcement that a technical commission is being formed to study plans for establishing the electronics center in the near future. Present plans call for the center to be directed by Dr. De Forest.

McGEE LEAVES WPB

Charlie H. McGee, Sr., of the Domestic and Foreign Branch of the Radio and Radar Division of the War Production Board, has resigned effective August 1 to return to private activity as a manufacturers' representative in Washington.

Mr. McGee, who is Chief of the Orders and Appeals Section of the Domestic and Foreign Branch, entered Government service in November 1941, in the Contract Distribution Branch of the Office of Production Management, which preceded WPB. In October, 1942, he became associated with the Aircraft Production Division of WPB and transferred to the Radio and Radar Division when it was formed in January, 1943.

Before entering Government, Mr. McGee was connected with several national organizations on production and organization problems, including General Motors, the Democratic National Committee and Hurtz Engineering Corporation. He was secretary and treasurer of the latter firm for a number of years.

FCC EDUCATIONAL RADIO COMMITTEE

The FCC has appointed a committee on educational radio, with Commissioner Durr, chairman; and Chief Engineer Adair and Edward Becker as the other members.

Federal Communications Commission Docket

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, July 24.

Federal Communications Commission Action

APPLICATIONS GRANTED

WHOM-WBAC—Paul F. Harron, Joseph Lang, Margaret Harron and Helen R. Lang (transferors), Iowa Broadcasting Co. (transferee), New Jersey Broadcasting Corp. (Licensee), Jersey City, N. J.—Granted voluntary transfer of control of New Jersey Broadcasting Corp., licensee of Station WHOM and relay station WBAC, by transfer of 2,500 shares, or 100 per cent, of issued and outstanding capital stock from Paul F. Harron, Joseph Lang, Margaret Harron and Helen R. Lang to Iowa Broadcasting Company for a consideration of approximately $403,528.63 (Commissioner Durr dissented). (B1-TC-389)

KSO—Iowa Broadcasting Co. (assignor), Kingsley H. Murphy (assignee), Des Moines, Iowa—Granted consent to voluntary assignment of license of Station KSO from Iowa Broadcasting Co. to Kingsley H. Murphy, for total consideration of $275,000. (B4-AL-418)

KFJI—George Kincaid, Executor of Estate of John A. Kincaid, deceased (transferor), George Kincaid (transferee), KFJI Broadcasters, Inc. (Licensee), Klamath Falls, Oregon—Granted consent to transfer of control of licensee corporation from George Kincaid, executor of the last will and testament of John A. Kincaid, deceased, to George Kincaid; no monetary consideration involved. (B5-TC-384)

KTMS—News-Press Publishing Co., Santa Barbara, Calif.—Granted extension of special service authorization to permit broadcasting under control and direction of Pacific Coast Maritime Industry Board, as a public service and without charge, of information to longshoremen at 2:30 p. m. PST, daily and Sunday, for the period August 1, 1944, to not later than July 31, 1945. (B5-SSA-111)

KFXD—Frank E. Hurt (transferor), Frank E. Hurt & Son, a partnership composed of Frank E. Hurt and Edward P. Hurt (transferees), Nampa, Idaho—Granted consent to voluntary assignment of license of Station KFXD from Frank E. Hurt, an individual, to Frank E. Hurt & Son, a partnership composed of Frank E. Hurt and Edward P. Hurt (his son); no monetary consideration. (B5-AL-414)

KQV—KQV Broadcasting Co., Pittsburgh, Pa., and WJAS, Pittsburgh Radio Supply House, Pittsburgh, Pa.—Granted petition for further postponement of the effective date of Section 3.35 (multiple ownership rule) to October 1, 1944.

HEARINGS DESIGNATED

F. R. Pidcock, Sr., and James M. Wilder, d/b as Georgia Broadcasting Co., Savannah, Ga.; A. C. Neff, Savannah, Ga.; WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Designated for consolidated hearing applications of (1) Georgia Broadcasting Co. for new station at Savannah, Ga. (2) A. C. Neff for new station at Savannah, Ga., and (3) Albany Broadcasting Co., licensee of Station WGPC, to move WGPC from Albany to Savannah and change frequency from **1450** to **1400 kc.** (B3-P-3606; B3-P-3628; B3-P-3643, respectively).

KRJ—Fisher's Blend Station, Inc., Seattle, Wash.—Designated for hearing application for renewal of license of Station KJR and auxiliary, to be heard with application of Station KOMO for renewal of license (consolidated hearing). (B5-R-63)

KROW—Educational Broadcasting Corp., Oakland, Calif.—Designated for hearing application for renewal of license of Station KROW; to be heard with application of Station KSFO, San Francisco, Calif., for renewal of license; consolidated hearing.

WDBJ—Times-World Corp., Roanoke, Va.—Designated for hearing application for renewal of license of main and auxiliary transmitter. (B2-R-387)

LICENSE RENEWALS

Granted renewal of licenses for following stations for the period beginning August 1, 1944, and ending not later than May 1, 1947:

KARK, Little Rock, Ark.; KFKA, Greeley, Colo.; KFKU, Lawrence, Kans.; KFSG, Los Angeles, Calif.; KRSC, Seattle, Wash.; KSAL, Salina, Kans.; WUSD, Vermillion, S. Dak.; WDAE, Tampa, Fla.; WFLA, Tampa, Fla.; WICA, Ashtabula, Ohio; WJAR and auxiliary, Providence, R. I.; WJHL, Johnson City, Tenn.; WLBL, Stevens Point, Wisc.; WQAN and auxiliary, Scranton, Pa.; WRC, Washington, D. C.; WSBT and auxiliary, South Bend, Ind.; WTAW, College Station, Texas; WTMA, Charleston, S. Car.; WTRY, Troy, N. Y.; WWJ and auxiliary, Detroit, Mich.; KLX, Oakland, Calif.; KSEI, Pocatello, Idaho; WBAA, West Lafayette, Ind.; WTTM, Trenton, N. J.; KPRC, Houston, Texas; KRRV, Sherman, Texas; KWSC, Pullman, Wash.; WBRC, Birmingham, Ala.; WREN, Lawrence, Kans.; WSIX, Nashville, Tenn.; WTAD, Quincy, Ill.

Granted renewal of licenses for following stations for the period ending not later than May 1, 1946:

WSGN, Birmingham, Ala.; WLBZ, Bangor, Maine.

Granted extension of following station licenses upon a temporary basis only, pending determination upon applications for renewal of licenses, in no event later than October 1, 1944:

KOIN, Portland, Ore.; KRKD, Los Angeles, Calif.; KSWO, Lawton, Okla.; KTKN, Ketchikan, Alaska; KTW, Seattle, Wash.; WAAF, Chicago, Ill.; WAAT and auxiliary, Newark, N. J.; WAPO and auxiliary, Chattanooga, Tenn.; WBBB, Burlington, N. C.; WBEN and auxiliary, Buffalo, N. Y.; WCAE and auxiliary, Pittsburgh, Pa.; WCOC, Meridian, Miss.; WCOP, Boston, Mass.; WFDF and auxiliary, Flint, Mich.; WISN and auxiliary, Milwaukee, Wisc.; WJAX, Jacksonville, Fla.; WJBO, Baton Rouge, La.; WKY and auxiliary, Oklahoma City, Okla.; WKPA, New Kensington, Pa.; WPAT, Paterson, N. J.; WPEN and auxiliary, Philadelphia, Pa.; WRRF, Washington, N. C.; KPAC, Port Arthur, Texas; WRNL and auxiliary, Richmond, Va.

Granted further extension of following station licenses upon a temporary basis only, pending determination upon application for renewal of license, in no event later than October 1, 1944:

KDAL, Duluth, Minn.; KFAB, Lincoln, Nebr.; KFQD and auxiliary, Anchorage, Alaska; KGFX, Pierre, S. Dak.; KTAR, Phoenix, Ariz.; KTSA, San Antonio, Texas; KWKH, Shreveport, La.; WATL, Atlanta, Ga.; WAYS, Charlotte, N. C.; WBBM, Chicago, Ill.; WBT, Charlotte, N. C.; WCAX, Burlington, Vt.; WGTC, Greenville, N. C.; WHN and auxiliary, New York, N. Y.; WIBG, Glenside, Pa.; WIND and auxiliary, Chicago, Ill.; WING, Dayton, Ohio; WJJD, Chicago, Ill.; WKAQ and auxiliary, San Juan, P. R.; WMT, Cedar Rapids, Iowa; WNEW and auxiliary, New York, N. Y.; WPRA, Mayaguez, P. R.; WWDC and synchronous amplifier, Washington, D. C.

KMTR—KMTR Radio Corp., Hollywood, Calif., and KIEV, Cannon System, Ltd., Glendale, Calif.—Granted 30-day extension of licenses of Stations KMTR and KIEV.

WSPA—Spartanburg Advertising Co., Spartanburg, S. Car.—Granted 30-day extension of license of Station WSPA.

KFDM—Beaumont Broadcasting Corp., Beaumont, Texas—Granted renewal of license of Station KFDM.

WCSH—Congress Square Hotel Co., Portland, Maine—Granted renewal of license of Station WCSH. (B1-R-148)

KHJ—Don Lee Broadcasting System, Los Angeles, Calif.—Granted renewal of license of Station KHJ and auxiliary. (B5-R-22)

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Granted renewal of license of Station KQW. (B5-R-46)

WFMD—Monocacy Broadcasting Co., Frederick, Md.—Granted renewal of license of Station WFMD. (B1-R-875)

WSAZ—WSAZ, Inc., Huntington, W. Va.—Granted renewal of license of Station WSAZ. (B2-R-299)

W2XWE—WOKO, Inc., Albany, N. Y.—Granted further extension of license upon a temporary basis only, pending determination upon application for renewal of license, not later than October 1, 1944. (B1-SFB-18)

MISCELLANEOUS

WGY—General Electric Company, Schenectady, N. Y.—Granted construction permit for auxiliary to decrease power from 50 KW to 5 KW, and make changes in transmitting equipment. (B1-P-3645)

KBKR—Baker Broadcasting Co., Baker, Ore.—Granted modification of license to change corporate name from Baker Broadcasting Co. to Inland Radio, Inc. (B5-ML-1200)

WLAP—American Broadcasting Corp., Lexington, Ky.—Granted authority to determine operating power by direct measurement of antenna power in compliance with Section 3.54. (B2-Z-1602)

KFBL—Frontier Broadcasting Co., Cheyenne, Wyo.—Granted license to cover construction permit for new relay broadcasting station. (B5-LRY-302)

KUDT—A. H. Belo Corp., Dallas, Texas—Granted modification of construction permit to change the designated transmitter location from fixed at 1122 Jackson St., Dallas, Texas, to portable. (B3-MPRE-58)

KFBM—Frontier Broadcasting Co., Cheyenne, Wyo.—Granted license to cover construction permit for new relay broadcast station. (B5-LRE-432)

WELD—WBNS, Inc., Columbus, Ohio—Granted license to use transmitter formerly licensed to experimental high frequency broadcast station W8XVH as an auxiliary transmitter. (B2-LH-49)

The following applications for construction permits for new high frequency (FM) broadcast stations were placed in the pending file, in accordance with the Commission policy adopted February 23, 1943:

Baltimore Broadcasting Corp., Baltimore, Md.; Consolidated Broadcasting Corp., Ltd., Los Angeles, Calif.; Hearst Radio, Inc., Baltimore, Md.; KRLD Radio Corp., Dallas, Tex.; KTRH Broadcasting Co., Houston, Tex.; North Carolina Broadcasting Co., Inc., Greensboro, N. C.; Poughkeepsie Newspapers, Inc., Poughkeepsie, N. Y.; A. A. Schechter, Providence, R. I.; Thames Broadcasting Corp., New London, Conn.; Leonard A. Versluis, Grand Rapids, Mich.; Voice of Alabama, Inc., Birmingham, Ala.; WFBM, Inc., Indianapolis, Ind.

WOV—In re application of Arde Bulova and Harry D. Henshel (transferors), Murray Mester and Meyer Mester (transferees), for transfer of control of Wodaam Corp., New York City—Granted motion of Murray Mester and Meyer Mester for an order to take depositions in the hearing on the application in re Docket No. 6598. (Action taken 7/15)

The Commission on July 18 denied request for review by the Commission en banc, filed by Harwell V. Shepard, licensee of Station KDNT, and affirmed the action of Motions Commissioner Case of July 12 granting authority to Beauford H. Jester, et al, to take depositions in re application for new station at Waco, Texas (Docket 6218), which is scheduled for consolidated hearing with applications of KDNT (Docket 6352), WACO (Docket 6590), and Truett Kimzey (Docket 6589).

WABI—Community Broadcasting Service, Bangor, Maine—Granted motion to continue the date for taking depositions now scheduled for July 18, to August 25, 1944, in connection with the applications for modification of construction permit and renewal of license of Station WABI in Dockets 6579 and 6580. (Action taken 7/17) Also ordered that the hearing now set for August 7, 1944, in re above Dockets be continued to September 6, 1944. (Action taken 7/14)

The following applications for construction permits for new non-commercial educational broadcast stations were placed in pending file:

Board of Education of the City of Atlanta, Atlanta, Ga.; The Board of Education of the School District of the City of Detroit, Detroit, Mich.

Raymond C. Hammett, Talladega, Ala.—Granted motion insofar as it requested dismissal of application for construction permit; denied request to dismiss "without prejudice." (Docket 6402)

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif.—Granted motion for postponement for 90 days of further hearing on application for construction permit to operate on **1480 kc.**, 1 KW power, unlimited. (Docket 6421)

WGKV—Kanawha Valley Broadcasting Co., Charleston, W. Va.—Upon the Commission's own motion, ordered that the hearing be continued from August 3 to August 23, 1944, in re applications for renewal of license and for relinquishment of control. (Dockets 6558 and 6581)

International Union, United Automobile, Aircraft and Agricultural Implement Workers of America—Passed over for one week the petition for order directing the taking of depositions and the issuance of a subpoena in re Docket No. 6631.

Granted petition of KNOE, Inc., joined in by Liner's Broadcasting Station, KMLB, for severance of the consolidated hearing scheduled in Dockets 5994 and 5995. Granted petition of KMLB for 30 days' continuance of its hearing in Docket 5994.

WRLD—L. J. Duncan. Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted modification of construction permit which authorized a new standard broadcast station, for extension of completion date from July 15 to August 18, 1944. (B3-MP-1753)

James F. Hopkins, Inc., Ann Arbor, Michigan—Adopted Order dismissing without prejudice motion for continuance of consolidated hearing on the applications of James F. Hopkins, Inc., and Washtenaw Broadcasting Co., Inc., for construction permits for new station. (Dockets Nos. 6230 and 6231)

KNOE, Inc., Monroe, La.—Adopted an Order continuing the hearing now scheduled for July 24 to August 7, 1944, in re application of KNOE, Inc., for construction permit and modification thereof. (Docket No. 5995)

The Commission directed that the special service authorizations of Stations KFAB, Lincoln, Nebraska, and WBBM, Chicago, Ill., for synchronous operation from sunset at Lincoln, Nebraska, to 12 midnight, expiring August 1, 1944, be further extended upon a temporary basis only for the period ending not later than October 1, 1944; granted upon the express condition that it may be terminated by the Commission at any time without advance notice or hearing if in its discretion the need for such action arises. (B4-S-681; B4-S-543)

The Commission granted extension of authority to Capital Broadcasting Co., licensee of Station WWDC, Washington, D. C., for waiver of Sections 2.53 and 13.61 of the Commission's Rules so as to permit operation of the synchonous amplifier of Station WWDC by remote control from the main transmitter location, for the period August 1 to not later than October 1, 1944, upon the same terms and conditions as the existing authorization for such operation.

APPLICATIONS FILED AT FCC

580 Kilocycles

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Modification of construction permit (B3-P-3062 which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use, and move of transmitter and studio) for extension of completion date from 8-31-44 to 10-10-44.

620 Kilocycles

WKAQ—Radio Corporation of Porto Rico, San Juan, P. R.—Modification of construction permit (B-P-3489, as modified which authorized move of transmitter and studio) for extension of completion date from 7-26-44 to 1-26-45.

WKAQ—Radio Corporation of Porto Rico, San Juan, P. R.—Modification of construction permit (B-P-3501 as modified which authorized move of auxiliary transmitter) for extension of completion date from 7-26-44 to 1-26-45.

770 Kilocycles

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Extension of special service authorization to operate on **770 kc.**, 25 KW night, 50 KW day, unlimited time for the period beginning 10-1-44.

970 Kilocycles

WFLA—The Tribune Company, Tampa, Fla.—Modification of construction permit (B3-P-3491 which authorized increase in power and changes in directional antenna for night use) for extension of completion date from 8-1-44 to 9-15-44.

1230 Kilocycles

WHLN—Blanfox Radio Company, Harlan, Ky.—License to cover construction permit (B2-P-3556) which authorized change in frequency, antenna and ground system.

WHLN—Blanfox Radio Company, Harlan, Ky.—Authority to determine operating power by direct measurement of antenna power.

1250 Kilocycles

KTMS—News-Press Publishing Co., Santa Barbara, Calif.—Extension of special service authorization to permit broadcasting under the control and direction of the Pacific Coast Maritime Industry Board, as a public service and without charge of information to longshoremen for the period beginning 8-1-44.

1270 Kilocycles

KGCU—Mandan Radio Association, Mandan, N. Dak.—Voluntary transfer of control of licensee corporation from J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly and Palace Theatre Company to W. S. Russell, H. S. Russell, W. R. Russell, H. W. Lanterman, A. M. Femrite, W. H. Walton and F. M. Foster.

1340 Kilocycles

NEW—Ewing C. Kelly, David R. McKinley and Vernon Hansen, d/b as Central Valleys Broadcasting Co., Sacramento, Calif. —Construction permit for a new standard broadcast station to be operated on **1340 kc.**, 250 watts power and unlimited time.

NEW—Lincoln Dellar, Sacramento, Calif.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, power of 250 watts and unlimited hours of operation.

1350 Kilocycles

KGHF—Curtis P. Ritchie, Pueblo, Colo.—License to cover construction permit (B5-P-3414) which authorized increase in daytime power and changes in equipment.

KGHF—Curtis P. Ritchie, Pueblo, Colo.—Authority to determine operating power by direct measurement of antenna power.

1490 Kilocycles

WRLD—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Company, West Point, Ga.—License to cover construction permit (B3-P-3543 as modified) which authorized construction of a new standard broadcast station.

WRLD—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Company, West Point, Ga.—Authority to determine operating power by direct measurement of antenna power.

FM APPLICATIONS

NEW—The Crosley Corporation, Columbus, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.** with coverage of 12,400 square miles.

NEW—John E. Fetzer and Rhea Y. Fetzer, d/b as Fetzer Broadcasting Company, Grand Rapids, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43900 kc.** with coverage of 18,250 square miles.

NEW—West Virginia Radio Corp., Morgantown, W. Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 33,244 square miles and two satellite stations on **49900 kc.**—one at Pittsburgh, Penna., with a coverage of 1,620 square miles and the second at Wheeling, W. Va., with coverage of 344 square miles.

NEW—Oregonian Publishing Co., Portland, Oregon.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.** with coverage of 13,382 square miles.

W9XLA—KLZ Broadcasting Company, Denver, Colo.—Construction permit to change from experimental high frequency to temporary Class 2 experimental high frequency broadcast station, change frequency from **25400** to **43500 kc.** or any frequency selected by the Commission between **42000** and **50000 kc.,** change power from 100 watts to 1 KW, install new transmitter and change emission from A3 to Special, to change frequency to **43500 kc.** and to change class of station from a temporary Class 2 experimental high frequency broadcast station to a developmental broadcast station.

TELEVISION APPLICATIONS

NEW—WFBM, Inc., Indianapolis, Ind.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (**60000-66000 kc.**).

NEW—The Pulitzer Publishing Co., St. Louis, Mo.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).

NEW—Jos. M. Zamoiski Co., Baltimore, Md.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 (**96000-102000 kc.**).

MISCELLANEOUS APPLICATIONS

WKLA—Karl L. Ashbacker and Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—Modification of construction permit (B2-P-3406 which authorized construction of a new standard broadcast station) for change in type of transmitter and extension of commencement and completion dates. Amended: re change in type of transmitter.

NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Extension of authority to transmit programs to CFRB and CKAC and other stations under the control of the Canadian Broadcasting Corp. for the period 9-15-44 to 9-15-45.

W9XEK—Courier-Journal and Louisville Times Company, Eastwood, Ky.—License to cover construction permit (B2-PEB-1) which authorized construction of a new developmental broadcast station.

WGYN—Muzak Radio Broadcasting Station, Inc., New York, N. Y.—Modification of license to change product of plate voltage times total plate current in last radio stage from 1200 to 3900.

W9XLA—KLZ Broadcasting Co., Denver, Colo. (area of).—Construction permit for a satellite station to be used with W9XLA as requested under B5-PEX-41 on the frequency **43500 kc.,** power of 100 watts and special emission.

KUDT—A. H. Belo Corp., area of Dallas, Texas.—License to cover construction permit (B3-PRE-438) which authorized construction of a new relay broadcast station.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Adamson Flat Glass Company et al.—Four window glass manufacturing companies, located in various States, and a glass company owned and operated by the manufacturers and which acts as a sales agent for them, are charged in a complaint issued by the Federal Trade Commission with misrepresentation and unfair and deceptive acts and practices in commerce.

The respondent manufacturers are Adamston Flat Glass Co., Clarksburg, W. Va.; Blackford Window Glass Co., Vincennes, Ind.; Harding Glass Co., Fort Smith, Ark.; and Rolland Glass Co., Clarksburg, W. Va., all engaged in the manufacture of glass, including flat glass used for installation in windows. Fourco Glass Co., Union National Bank Bldg., Clarksburg, W. Va., receives orders for glass and transmits them to the respondent manufacturers. (5195)

S. H. Kress & Co., operating a chain of retail stores in various States, with its principal office at 114 Fifth Ave., New York; Vita-Var Corporation, manufacturing and selling paints, varnishes and shellacs; Beautykote Corporation, a subsidiary of Vita-Var Corporation, engaged in the sale and distribution to syndicate and chain stores of Vita-Var Corporation products, and C. J. Robison, T. H. Gibson and E. G. Robison, respectively president, vice president, and secretary-treasurer of the Vita-Var Corporation, who are also officials of Beautykote Corporation, all located at 46 Albert Ave., Newark, N. J., are charged in a complaint with unfair and deceptive acts and practices in commerce. (5193)

Frederick Latter, 1974 Grand Ave., Bronx, and Jan Rosendaal, 10 Rockefeller Plaza, New York, individually, and George D. Boinet, 17 Bank St., New York, individually and as trustee for the benefit of creditors of Ray Forest, all trading as Ter-O-Sul Products Co., Inc., and as Decimal Chemical Co., 18 East 17th St., New York, are charged in a complaint with misrepresentation. (5194)

Washington Breeders Association, Alderwood Manor, Wash., selling and distributing chickens and baby chicks, are charged in a complaint with misrepresentation. (5196)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist order last week:

Research Mfg. Corp.—An order to cease and desist from misrepresentation of the effectiveness and safety of an antifreeze solution designated "Fre-Zex" has been issued against Research Manufacturing Corp., 227 Park Square Building, Boston, and its former officers, Harold S. Guy and J. L. Seat. The respondents advertised and recommended the product for use in the cooling system of automobiles and other internal combustion engines. (5063)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Nature's Aids Center, 55-28 Myrtle Ave., Brooklyn, selling and distributing medicinal preparations designated "Karpatol," "Regulator Femina," "Holly Mountain Tea (or Holy Mountain Tea)" and "Garlo Garlic Pills," represented as being remedies and cures for ailments of women and other conditions, has stipulated to cease representing that Karpatol will cure constipation or any stomach disease or ailment, will have a beneficial effect upon the symptoms of stomach disorders or will promote digestion, eliminate impurities from the body or benefit the blood, liver, kidneys or nerves; that Regulator Femina will bring about regularity of the menses or will have any beneficial effect if used during the menopause; that Holly Mountain Tea (or Holy Mountain Tea) will have any effect in relieving or curing influenza, catarrh or any chest or lung disease, or that it has been tested and recommended by institutions or universities; or that Garlo Garlic Pills will have any effect in relieving symptoms of high blood pressure. (03228)

National Birth Certificate Advisory Service, 5371 Wilshire Blvd., Los Angeles, who through radio broadcasts and by other media has represented to war workers and others that birth certificates are necessary to prove United States citizenship in obtaining employment in war factories, shipyards and Civil Service positions, has entered into a stipulation. (3841)

Puritan Laboratories, Inc., 208 Southwest 8th St., Des Moines, Iowa, manufacturing and distributing alkalinized feeds for livestock and poultry, including a product designated "Min-A-Lak," has stipulated to cease and desist from designating or referring to the preparation or any product of similar composition as a dry yeast culture feed or as a yeast supplement, or representing that the yeast contained in it will promote appetite, increase assimilation, aid digestion, protect the body from nerve disease or be conducive to normal reproduction. (3872)

Allen W. Burget, 1128 Montgall Ave., Kansas City, Mo., selling and distributing a preparation in tablet form designated "Anti-To-Bacco," represented as a preventive of or cure for the tobacco habit, has stipulated to cease and desist from representing that tobacco may bring about trench mouth, inflame the middle ear, cause indigestion, damage the thyroid gland, seriously affect the heart, weaken or impair the sexual glands, or that tobacco often causes heart, stomach, liver, and kidney degeneration, sexual weakness, or that there is medical authority for such assertions; featuring the total numbers of deaths and lifelong cripples from childbirth in any manner that implies that any large proportion have resulted or may have resulted from tobacco smoking; or stating that of every ten men who die suddenly of heart disease, nine have been smokers or users of tobacco, or that if women continue smoking as at present there will be as many women as men dropping dead of heart disease or apoplexy. (3873)

Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 31, August 4, 1944

URGENT

In order to make a complete and early presentation of the case for radio, NAB urgently needs your answers to the questionnaire on paid WAC Recruitment Advertising sent you on July 20. Please fill out and return the questionnaire immediately.

An analysis of 468 returns shows that 90.4% of the stations are in favor of accepting paid WAC recruitment advertising. 9.2% expressed themselves as opposed, while 0.4% are in the doubtful category.

CONFERENCE PLANS PROGRESS

Plans for the NAB Executives War Conference to be held in Chicago, August 28 to 31, are crystalizing, according to NAB President Harold Ryan. "There is every indication," said Mr. Ryan, "that our Conference will contribute constructively to ironing out some of our current industry problems and laying the foundation for more helpful coordination of radio's part in the war effort and in the period to follow. While broadcasting has performed a most important function in both military and civilian fields in the war period, tremendous strides in technical development create problems which must be resolved."

Important government officials, including Army and Navy personnel, have indicated a desire for personal consultation with the broadcasters and will attend the Conference. FCC Chairman James Lawrence Fly has accepted an invitation to address the Conference at one of its luncheons. While definite acceptances have not been had from others who are to fill the role of principal speakers, they are trying to clear their schedules so that they will be able to attend.

Attendance Limited

Every effort has been made to curtail the numbers who will attend the Conference so that only those essential to the discussions will be present. As a first step to this end, the Board of Directors has limited attendance to the personnel of NAB active and associate members. Personnel of stations or firms eligible to either active or associate membership and not in such membership will not be registered at the Conference.

Room Reservations

In the Special War Conference Bulletin of July 14, we asked that all who planned to attend the Conference use the hotel reservation form No. 3 which accompanied that bulletin. For the most part member stations have been cooperative and have given the information essential to placing their reservations in proper order with the hotel. We request any stations which may hereafter send in this Form No. 3 to please be sure to be specific as to time of arrival and departure and the type of accommodation desired and the names of all who are to occupy the rooms.

With reference to type of accommodations we are definitely limited under our contract with the hotel in the number of the larger accommodations available to us. This is one of the

(Continued on page 260)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

CONFERENCE PLANS PROGRESS

(Continued from page 259)

penalties of a war-time meeting. Consistent with the practice in many other hotels, the Palmer House has cut down the number of suite accommodations, having converted many parlors into sleeping rooms. A very limited number of suites is available to NAB under the hotel contract.

NAB is obligated to provide suite accommodations for many of the associate members in compliance with their rights and privileges. This absorbs the larger portion of suites available. It is, therefore, going to be necessary to fill requests for suite accommodations with twin-bedded or single rooms. The applications for suites thus far received far exceed the supply and the allotment over and above those allocated to associate members has been assigned in the order in which requests were received. All who have requested suites and have through necessity been assigned other types of accommodation have, or will be advised, and may if they desire secure the suite type of accommodation in some other hotel by direct arrangement.

NAB is caring for hotel reservations ONLY at the Palmer House. Those desiring accommodations at other Chicago hotels are asked to communicate direct with such hotel.

RYAN ON NAB CODE AND CIO

"Doubtless all station managers are by now familiar with the critical comment on the NAB Code contained in the Radio Handbook issued by the CIO (pages 11-12).

"The decision as to what material is broadcast over the air must rest with someone. Congress placed this responsibility directly upon the licensee of the radio station. This responsibility cannot be shared with anyone whether it be the CIO or any other individual or organization.

"To act as a guide in solving the many problems that naturally arise in the exercise of this responsibility, the broadcasters of the country, through the NAB, have adopted a Code. This Code may not be perfect but it is an honest attempt on the part of the broadcasters to establish a sound policy of self-regulation in the public interest. In intent and in practical application the Code *assures* labor a fair allocation of radio time. It is the result of many years of experience by the broadcasters in meeting conflicting demands. The Association has a Code Committee which is constantly giving attention to matters arising under its provision. Thus additions or deletions may be made from time to time as circumstances may seem to dictate. This gives flexibility to the Code.

"Without the guiding hand of the Code chaos would result. There is no substitute for following its suggestions. Every station and every station management is urged to carefully and faithfully apply the recommendations of the NAB Code."

Will the members of NAB please inform headquarters of demands made upon them to depart from the Code and of the methods employed.

PRICE CENSORSHIP RELEASE

Byron Price, Director of the Office of Censorship, last Saturday (July 29) released a request to broadcasters and editors. The release follows:

"This special request is intended to direct your earnest attention to the developing situation in the Pacific and Far East, and to the continuing need for vigilance regarding the war in Europe and the provisions of the Press and Broadcasting Codes generally.

"As you know, it has been customary to re-survey the Codes at the end of every six months and make any needed adjustments. A year ago you were advised there would be no change, but were asked to review every Code provision with your respective staffs. Six months ago some relaxations were announced and a special request was issued relating to preparations for the European invasion.

"At this time we are making no changes in the Codes but are reemphasizing various aspects of voluntary censorship and drawing attention to the necessity for special precautions in the Pacific.

"The successes of the Allied Forces around the world do not diminish the need for voluntary censorship. On the contrary, it is more important than ever that the Codes be observed in spirit and in detail. Changing personnel in news rooms places an increased responsibility on management to see that the vital requirements of security are not overlooked. Each editor and broadcaster is urgently requested once again to take affirmative and positive action to see that every Code provision is re-read by and impressed upon every member of his staff.

"Please reexamine also the special request of January 19 regarding the European invasion and bear in mind that the need for all of the precautions mentioned continues unabated with respect to operations still to come in the European theater. The highest military authorities recognize and have stated that your alertness and cooperation contributed greatly to the security which was so vital to the success of the landing in France. Your continuing and increasing help is needed on the battlefields of Europe so long as the lives of our fighting men are in danger.

"With respect to the Pacific-Asiatic area, editors and broadcasters also have an inescapable responsibility. The enemy knows it is our intention to liberate the Philippines and all of the other territory now under Japanese occupation, and to carry the attack also to the Mainland of Japan by land, sea and air. What we must protect at all hazards, is information of the time, place and method of attack, the sequence of operations, the strength of the attacking forces, and their technical make-up and equipment.

"In every reference to the coming Pacific operations you are especially requested to keep in mind the Code provisions against publication or broadcast, without appropriate authority, of secret war plans; movement of ships and troops, including shifts of high officers or specialized personnel, or the presence of undisclosed units overseas; allied or enemy secret weapons and equipment and countermeasures of defense; and international negotiations dealing with military operations.

"Special precautions are necessary regarding information from abroad which bears on military plans and operations and involves any of the subjects listed above. No such information should be published or broadcast in this country if the enemy would be informed thereby. Information in the listed categories coming direct from a neutral or allied country but which might not be generally available in that country, should be submitted to the Office of Censorship before use. This restriction does not apply to material from enemy countries; material originating in British territory and cleared by British censorship; material cleared by Allied Military Censorship overseas; or material which already has been published, sent by radio, or otherwise generally disseminated in any area abroad. The test should be, "Does the enemy know this?"

"Speculation about forthcoming operations should be kept strictly within the limits laid down in the Codes and no device of speculation or prediction used to disclose restricted information. It always is hazardous, in connection with future operations, to mention dates, even by month or season; or to point out the likelihood or desirability of an attack in any particular locality; or to forecast how many units will be employed, or the probable sequence of operations.

"Opinion on these subjects should be labeled as opinion, and no attempt made to set forth the actual expectations of commanders except in case of formal official announcement. Appropriate authority within the restricted list must be of unquestioned standing and all cases of doubt should be referred to the Office of Censorship.

"Let it be repeated that hard fighting lies ahead and that only the thoughtless and irresponsible will take chances which might help the enemy to kill Americans."

FLY DENIES RUMORED RETIREMENT

FCC Chairman, James Lawrence Fly, this week released the following statement:

"In view of the unreliable rumors as to my resignation from the Federal Communications Commission, I should like to set this matter at rest. I have been in the Government service for a continuous period of fifteen years. For some time I have been conscious of personal considerations which indicate the wisdom of my returning to the private practice of law. However, there are a few jobs to finish around here and I propose to see them finished. At the moment I have no definite plan except to remain here for some substantial period of time."

SECOND AND REVISED EDITION "IS YOUR HAT IN THE RING?" GUIDE TO POLITICAL BROADCASTERS

With this issue of NAB Reports is enclosed one copy of the second and revised edition of the NAB pamphlet "Is Your Hat in the Ring?"

This sixteen-page booklet is designed to assist political candidates in the preparation and delivery of their speeches for the air. It contains also Federal Communications Rules and Regulations governing broadcasts by candidates for public office.

Station requests for additional copies should be addressed to NAB headquarters in Washington, D. C. They will be sent free of charge.

NAB RESEARCH COMMITTEE MEETS

On Tuesday, August 1, the NAB Research Committee met at the Waldorf-Astoria in New York. The principal business of the committee was to receive a progress report of its Technical Sub-committee on the study of station coverage methods.

Those attending the meeting were: Hugh Feltis, Chairman, KFAB, Omaha, Nebraska; Roger W. Clipp, WFIL, Philadelphia, Pennsylvania; John Churchill, CBS, New York; Edward F. Evans, WJZ, New York; G. Bennett Larson, WWDC, Washington, D. C.; Barry T. Rumple, NBC, New York; Frank N. Stanton, CBS, New York; Jack Williams, WAYX, Waycross, Georgia; Richard Puff, Guest, MBS, New York; G. W. Vernon, Guest, BNC, Chicago; J. Harold Ryan, NAB, Washington, D. C.; Paul F. Peter, Secretary, NAB, Washington, D. C.; Helen H. Schaefer, Assistant to Research Director, NAB, Washington, D. C.

On Wednesday, August 2, the Research Committee met with the Board Sub-committee and the Sales Managers' Executive Committee to submit its progress report on the station coverage measurement project. Those in attendance in addition to the Research Committee were:

Board of Director's Committee: Frank King, Chairman, WMBR, Jacksonville, Florida; Hugh Halff, WOAI, San Antonio, Texas; Harry Spence, KXRO, Aberdeen, Washington.

Sales Managers' Executive Committee: Dietrich Dirks, Chairman, KTRI, Sioux City, Iowa; James V. McConnell, NBC, New York; John E. Surrick, WFIL, Philadelphia, Pennsylvania; John M. Outler, Jr., WSB, Atlanta, Georgia; Sam H. Bennett, KMBC, Kansas City, Missouri; Arthur Hull Hayes, WABC, New York; Walter Johnson, WTIC, Hartford, Connecticut; Lewis H. Avery, Secretary, NAB, Washington, D. C.

The work of the Research Committee was commended by the combined group and plans were made for a final presentation at the NAB Convention, August 28 through 31, of a report on the station coverage study with a recommended method for industry use.

FM CHANNEL WIDTH STUDIED BY PANEL 1

Committee 1 of Panel 1, of which Dr. B. E. Shackelford is chairman, met in New York on July 24 to consider a subcommittee report on maximum utilization of FM spectrum space. This committee, as organized under RTPB, is charged with the responsibility of making recommendations considered desirable in order that the most efficient utilization can be made of radio frequencies.

The report on FM channel width, as revised at the July 24 meeting, is still preliminary inasmuch as the report has not been submitted to the entire panel for approval. Highlights of the report are recommendations for FM channels of 120 kc width and an audio frequency range of 10 kc. The comparison of the present standards as adopted by Panel 5 on FM Broadcasting (Panel 5 has requested additional channels above 50 megacycles) and the proposed recommendations of Panel 1 is given in the following table.

	Present *(As adopted by Panel 5)*	Recommended *(As proposed by Panel 1)*
Channel mid-frequency separation	200 kc	120 kc
Maximum over-all swing	150 kc	80 kc
Deviation Ratio	5	4
Transmitter tolerance	2000 cycles	1500 cycles
Upper extremity of audio range	15 kc	10 kc
Radio spectrum utilization for FM broadcasting	42-50 mc	41-50 mc
Number of broadcast channels		
Commercial	35	65
Educational	5	10

According to the subcommittee the above recommendations are subject to the modifications which may result from further studies of impulse noise and interference as outlined throughout the report.

RTPB ALLOCATION PANEL MEETS

RTPB Panel 2 on Allocation met in New York on July 27. Dr. C. B. Jolliffe, RCA Chief Engineer, is the chairman.

The meeting was called to consider frequency needs in that portion of the spectrum between 30 and 300 megacycles. Reports were received from most of the RTPB service panels concerning the specific frequencies requested for each of the various types of radio service.

Howard S. Frazier, NAB Director of Engineering and Chairman of Panel 4 on Standard Broadcasting, presented the preliminary request of Panel 4 that all frequencies presently assigned to broadcasters in that portion of the spectrum be made part of the RTPB allocation recommendation. Sixteen relay-pickup frequencies are involved in the 30 to 40 megacycles region and eight relay-pickup frequencies in that portion of the spectrum beginning at 156.075 megacycles and ending at 161.926 megacycles. Several requests were received from panels representing other services for these same frequencies.

The conflicting claims of the FM and Television Panels for the number one television channel were also discussed. This phase of the panel's deliberations was handicapped by the failure of any representative to appear for the FM Panel.

Dr. Jolliffe appointed a committee of three in an effort to effect a compromise of the FM-Television allocation dispute. The committee consists of Mr. K. B. Warner representing the American Radio Relay League, Mr. R. E. Shelby representing Panel 6 on Television and Mr. C. M. Jansky from Panel 5 on FM Broadcasting. The committee of three was authorized to select one of their members as chairman or, if they preferred, to elect a chairman not now a member of the committee.

WHYN BUYS MOUNT TOM

Mount Tom, historic Connecticut Valley landmark, is to become the future transmission site of television and FM programs.

News of the purchase of the 1,200 foot mountain top, for this purpose, by the Hampden-Hampshire Corporation, operators of WHYN, Holyoke, Mass., was released to NAB on August 2.

Mount Tom is said to be the highest spot in the Connecticut Valley from the Franklin county hills down to Long Island Sound. It provides a view of the Connecticut State Capitol and a sweeping panorama of the Berkshires, to the northwest, and Mount Monadnock, to the northeast.

Principal stockholders in the Hampden-Hampshire Corporation are Mrs. Minnie R. Dwight, publisher of the Holyoke Transcript-Telegram, and Mrs. Harriet W. DeRose, publisher of the Hampshire Gazette, Northampton.

ISSUES "THANK YOU" PROMOTION PIECE

A "thank you" promotion piece has just been delivered by WFOY to the firms and business organizations in St. Augustine that assisted the station in putting the city and St. Johns county $700,000 over quota in the 5th War Loan. Total bonds sold during the drive—$1,929,561.

General Manager J. Allen Brown said that the station additionally broadcast hundreds of spots, programs and special events features on a sustaining basis between June 12 and July 8.

The sponsored programs consisted of eleven half hour night shows; twenty half hour afternoon programs; nineteen quarter hour night shows; one quarter hour daytime program; three five minute daytime shows; and five one hour Sunday afternoon bondwagon programs.

PRESENTATION CEREMONY RECORDINGS ENROUTE

Pressings of the recorded ceremony in which the Chief Signal Officer of the United States awarded a Certificate of Appreciation to the National Association of Broadcasters are now enroute to the stations which requested them for broadcast purposes.

Cue sheets and other instructions were mailed to station managers on August 2.

The ceremony was not broadcast in Washington at the time it was recorded. The first airing of the event will occur when stations broadcast their transcriptions to local audiences the week of August 7.

Brigadier General Jerry V. Matejka, Chief Personnel and Training Service, Office of the Chief Signal Officer, made the presentation to Harold Ryan, who accepted for NAB. A complete transcript of the record follows:

ANN: Ladies and gentlemen, we are witnessing an official ceremony in Washington, D. C.

The occasion is the presentation of a Certificate of Appreciation from the Chief Signal Officer of the Army of the United States to the National Association of Broadcasters, in recognition of loyal and patriotic services rendered the Signal Corps by the broadcasting stations in the recruitment and training of military personnel.

Brigadier General Jerry V. Matejka, Chief, Personnel and Training Service, Office of the Chief Signal Officer, will make the presentation to Harold Ryan, President of the National Association of Broadcasters. The next voice you hear will be that of General Matejka.

MATEJKA: Both the National Association of Broadcasters and the Chief Signal Officer have honored me highly in permitting me to give you this certificate.

It is only a piece of paper, but is is given just as a decoration is bestowed by a grateful nation on a heroic soldier on the battlefield. It is the Chief Signal Officer's hope that you will accept it in that spirit.

The Signal Corps has been given big jobs to do, and one of the biggest has been to obtain and train the hundreds of thousands of men and women needed to transmit messages, operate switchboards, give warnings of air attacks, design, furnish and maintain equipment, and to produce and distribute photographs and movies of the war.

When the going was toughest, the National Association of Broadcasters took the lead in helping us in the Signal Corps to get the personnel we needed. Time is precious in war, and you gave us the time of your people and much time on the air. Every minute you gave us left Germany and Japan an hour less in which to exist and their time is now running short. They don't like what the people you helped us get are doing to them.

We are broadcasters together, you and we in the Signal Corps. When in the North African campaign I was honored to be General Eisenhower's Chief Signal Officer, the Signal Corps did its part to broadcast the truth to friend and foe alike. Broadcast teams landed with the assaulting troops and soon were on the air in Casablanca and Algiers. The 260,000 Germans and Italians who surrendered to General Eisenhower in Tunis and Bizerte in May, 1943, were first class fighting men in prime condition with all the food, airplanes, arms and ammunition they needed, but they and their commanders were whipped physically and mentally. The motto of a small, occupied, but still living country is: "Truth Prevails."

Who can say how much the truth broadcast to our enemies in North Africa influenced them to surrender?

It gives me great pleasure to present to you and through you to all members of the National Association of Broadcasters, the Chief Signal Officer's Certificate of Appreciation, with the hope that our country will soon be at peace so that we can continue our work together under happier circumstances.

ANN: General Matejka is removing the Certificate from its container. It is a large scroll in the color of parchment, signed by the Chief Signal Officer, Major General H. C. Ingles, and bears the official seal of the War Department of the United States. The wording of the Certificate is as follows:

> The Chief Signal Officer, Army of the United States, extends his appreciation to the National Association of Broadcast-

> ers for loyal and patriotic services rendered the Signal Corps of the Army of the United States in the accomplishment of its vital mission during a period of national emergency.
>
> This acknowledgment of your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps.

Harold Ryan has accepted the Certificate and is about to reply to General Matejka.

Now we shall hear Harold Ryan, President of the National Association of Broadcasters.

RYAN: On behalf of the hundreds of radio stations throughout America which constitute the membership of the National Association of Broadcasters, I accept this Certificate of Appreciation from the Chief Signal Officer of the Army of the United States.

General Matejka, let me thank you also for the splendid words of recognition which you accorded the broadcasters just now in your presentation of this Certificate.

The efforts of radio stations to recruit and train personnel for the Signal Corps first began in the year preceding "Pearl Harbor." When the needs of actual warfare expanded the demands, the stations responded with every facility at their command.

Broadcasts, state meetings of educational institutions, letters and personal calls were used to obtain applicants for courses in radio instruction. Classes were held in radio station studios, school and college classrooms and even empty store rooms, with radio engineers giving liberally of their time as organizers and instructors.

The National Association of Broadcasters prepared two courses on the Fundamentals of Radio, each with a series of practical experiments. Recruits by the thousands were prepared for active army duty with the Signal Corps.

The radio stations gave much more than time on the air. The knowledge and time of station employees were dedicated in large measure to this undertaking. Thus it characterizes the devotion of broadcasters everywhere to the prosecution of the war, whether it be in recruiting military personnel or in the many services which broadcasting renders as a medium of communication with the people.

We share with you the determination to bring this war to a victorious conclusion. Official recognition of our services gives us a feeling of closer participation in the fight for world freedom and is a source of renewed inspiration for every broadcaster.

ANN: The original Certificate of Appreciation which has been presented here today will be framed and hung in the headquarters of the National Association of Broadcasters in Washington, D. C. Copies of the original are being sent to the stations whose efforts, as members of the National Association of Broadcasters, earned this award.

We now refer you to the station to which you are listening for local station identification.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, August 7. They are subject to change.

Monday, August 7

NEW-KJAN—KNOE, Inc., Monroe, La.—C. P. and M. P. to change type of transmitter, change studio location and for approval of antenna, and transmitter location; **1450 kc.,** 250 watts, unlimited.

Tuesday, August 8

WGBG—Greensboro Broadcasting Company, Inc., Greensboro, N. C.—C. P., **850 kc.,** 250 watts night, 1 KW day (from LS to SS-Denver).

Thursday, August 10

NEW—Birney Imes, Jr., Meridian, Miss.—C. P., **1240 kc.,** 250 watts, unlimited.

Friday, August 11

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Renewal of license, **1320 kc.,** 100 watts, daytime.

Federal Communications Commission Action

APPLICATIONS GRANTED

WSIX—WSIX, Inc. (assignor), Jack M. Draughon, Louis R. Draughon, d/b as WSIX Broadcasting Station (assignee), WSIX, Inc. (licensee), Nashville, Tenn.—Granted consent to voluntary assignment of license of WSIX, Inc., licensee of Station WSIX, from WSIX, Inc., to Jack M. Draughon and Louis R. Draughon, d/b as WSIX Broadcasting Station; no monetary consideration involved; purpose is to change licensee from that of a corporation to a partnership (B3-AL-424).

WBTH—George W. Taylor, William P. Booker and William B. Hogg (transferors), Lewis Clark Tierney and Helen Scott Tierney (transferees), Williamson Broadcasting Corp. (licensee), Williamson, W. Va.—Granted consent to transfer control of Williamson Broadcasting Corporation, licensee of Station WBTH, by transfer of 144 shares, or 100%, of issued and outstanding capital stock from George W. Taylor, William P. Booker and William B. Hogg (transferors) to Lewis Clark Tierney and Helen Scott Tierney, for a consideration of $26,000 (B2-TC-385).

R. O. Hardin and J. C. Buchanan, d/b as Nashville Broadcasting Co., Nashville, Tenn.; and E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, d/b as Tennessee Broadcasters, Nashville, Tenn.—Granted petition of Nashville Broadcasting Company for reinstatement of its application for construction permit for new broadcast station, and designated said application for consolidated hearing with applications of (1) Tennessee Broadcasters for new station, (2) J. W. Birdwell for new station, and (3) Nashville Radio Corporation for new station (B3-P-3190, Docket No. 6191), (B3-P-3621), (B3-P-3651), (B3-P-3034), respectively.

Gus Zaharis, South Charleston, W. Va.—Granted construction permit for new experimental television broadcast station to operate on Channel #1, **50000** to **56000 kc.;** power (visual), 200 watts peak (aural), 110 watts; usual experimental clause (B2-PVB-103).

William B. Still, tr/as Jamaica Radio-Television Co., Jamaica, Long Island, N. Y.—Granted construction permit for new experimental television broadcast station to operate on Channel #13, **230000** to **236000 kc.;** usual experimental clause; power (visual), 400 watts peak (aural), 100 watts (B1-PVB-100).

The Journal Company (The Milwaukee Journal), Milwaukee, Wis.—Granted construction permit for new developmental broadcast station to operate as an experimental satellite station with high frequency (FM) broadcast station WMFM, on frequency **45500 kc.,** with power not in excess of 100 watts; this special temporary experimental authorization is granted upon the express condition that it may be terminated by the Commission at any time without advance notice or hearing if in its discretion the need for such action arises (B4-PEX-40).

DESIGNATED FOR HEARING

F. R. Pidcock, Sr., and James M. Wilder, d/b as Georgia Broadcasting Co., Savannah, Ga.; A. C. Neff, Savannah, Ga.; Chatham Broadcasting Co., Savannah, Ga.; WGPC, J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Designated for consolidated hearing applications of (1) Georgia Broadcasting Co. for new station at Savannah, Ga., (2) A. C. Neff for new station at Savannah, Ga., (3) Chatham Broadcasting Co., for new station at Savannah, Ga., and (4) Albany Broadcasting Co., licensee of Station WGPC, to move Station WGPC from Albany to Savannah and change frequency from **1450** to **1400 kc.** (B3-P-3606, B3-P-3628, B3-P-3658, B3-P-3643, respectively).

Marietta Broadcasting Co., Marietta, Ga.—Designated for consolidated hearing application of Marietta Broadcasting Co., for new station at Marietta, Ga., to be heard with application of Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, for new station (B3-P-3652); Dalton Broadcasting Corp., licensee of Station WBLJ, Dalton, Ga., made party to the proceedings (B3-P-3573).

LICENSE RENEWALS

WJJD—WJJD, Inc., Chicago, Ill.—Granted renewal of license of Station WJJD (B4-R-594).

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted renewal of license for main and auxiliary transmitters (B4-R-708).

MISCELLANEOUS

WARC, Inc., Rochester, N. Y.—Granted petition for leave to amend application (in re Docket No. 6605) in order to make certain formal changes and to add supplemental statement.

James F. Hopkins, Inc., Ann Arbor, Mich.—Granted motion for leave to amend application for new station so as to specify the frequency **1600 kc.,** 250 watts, unlimited time, subject to the use of 1000 watts power with a directional antenna when necessary materials become available, and for dismissal of application, as amended, from the hearing docket; granted motion subject to the condition that the amendment is filed with the Commission on or before August 25, 1944. (Docket No. 6230)

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Granted construction permit to move formerly licensed RCA ET-4241 Exciter Unit from Pickett Road, 5⅜ miles S.E. of St. Joseph, to 5½ miles N.E. of St. Joseph, site of present main transmitter, and use as an auxiliary transmitter, with power of 250 watts, employing directional antenna day and night (B4-P-3646).

WENT—Sacandaga Broadcasting Corp., Gloversville, N. Y.—Granted license to cover construction permit which authorized a new station (B1-L-1812); granted authority to determine operating power by direct measurement of antenna power (B1-Z-1604).

KDNT—Harwell V. Shepard, Denton, Texas.—Granted authority to determine operating power by direct measurement of antenna power in accordance with Section 3.54 (B3-Z-1605).

WBNS, Inc., area of Columbus, Ohio.—Granted license for new special relay broadcast station to be used with high frequency broadcast Station WELD and operated on frequencies **1646, 2090, 2190, 2830 kc.,** 175 watts (B2-LRY-301). Granted same, to be operated on above mentioned frequencies with power of 20 watts (B2-LRY-303). Granted same, to be operated on above-mentioned frequencies with power of 3 watts (B2-LRY-304). Same, to be operated on frequencies **31220, 35620, 37020, 39260 kc.** with power of 2 watts (B2-LRE-433).

WMWA—WOKO, Inc., area of Albany, N. Y.—Granted further extension of license upon a temporary basis only, pending determination upon application for renewal of license, in no event later than October 1, 1944 (B1-SRE-381).

WBNS, Inc., Portable-mobile, area of Columbus, Ohio.—Granted license for new special relay broadcast station to be used with high frequency (FM) broadcast station WELD, using frequencies **31220, 35620, 37020** and **39260 kc.,** 10 watts power (B2-LRE-435).

W2XCB—Columbia Broadcasting System, Inc., Portable-mobile, area of New York, N. Y.—Granted license to cover construction permit for new experimental television relay broadcast station; granted upon an experimental basis only, conditionally (B1-LVB-47).

Placed in pending file the following applications for new high frequency broadcast stations, in accordance with Commission policy adopted February 23, 1943:

The Crosley Corp., Dayton, Ohio (B2-PH-262); Gannett Publishing Co., Inc., Augusta, Maine (B1-PH-269); Wylie B. Jones Advertising Agency, WNBF-FM, Binghamton, N. Y. (B1-PH-261); Pawtucket Broadcasting Co., Pawtucket, R. I. (B1-PH-266); The Philadelphia Inquirer, a division of Triangle Publications, Inc., Philadelphia, Pa. (B2-PH-265); Tampa Times Co., Tampa, Fla. (B3-PH-267); Eleanor Patterson, tr/as The Times Herald, Washington, D. C. (B1-PH-259); WMIN Broadcasting Co., St. Paul, Minn. (B4-PH-256).

Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Adopted order granting petition filed by Washtenaw Broadcasting Company, Inc., for thirty-day continuance of the hearing in re application for construction permit; hearing continued to August 25, 1944. (Docket No. 6231)

WOWO—Westinghouse Radio Stations, Inc., Fort Wayne, Ind.—Granted extension of license of Station WOWO to September 30, 1944, pending examination and determination of the application for assignment of the license of Station WGL from Westinghouse Radio Stations, Inc., to Farnsworth Television and Radio Corporation.

WDEL—WDEL, Inc., Wilmington, Delaware; WILM, Delaware Broadcasting Co., Wilmington, Del.—Granted extension of licenses of Stations WDEL and WILM to September 30, 1944, pending determination of application for consent to transfer control of Delaware Broadcasting Company from J. Hale Steinman and John F. Steinman to Alfred G. Hill.

WMT—Iowa Broadcasting Co., Cedar Rapids, Iowa—Adopted Order denying petition for rehearing filed by Iowa Broadcasting Co. (WMT), directed against the action of the Commission June 14, 1944, granting the application of Jamestown Broadcasting Co., Inc. (KSJB), Jamestown, N. Dak., for modification of license.

KJAN—KNOE, Inc., Monroe, La.—Adopted Order granting petition for reconsideration and grant without further hearing application for construction permit for new station at Monroe, La. (B3-P-2887), and modification of construction permit (B3-MP-1745), subject to the condition that a construction permit will not be issued until KNOE, Inc., has satisfied the Commission with respect to the following within ninety (90) days of notice of conditional grant in accordance with the procedural requirements announced in the Public Notice issued by the Commission on January 26, 1944: (1) By evidence in writing from the War Production Board that any authorization of that Board necessary to carry the construction to completion has been obtained or that none is required; (2) That KNOE, Inc., is in position to complete all construction necessary to the proposed operation within a reasonable period; and (3) Acceptance of the grant upon these conditions has been submitted in writing within twenty (20) days of date of notice of grant.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Granted issuance of new construction permit for a period of 30 days, in exact accordance with terms of construction permit which has expired (B2-P-3665).

WRCL—Columbia Broadcasting System, Inc., area of New York, N. Y.—Granted license to cover construction permit which authorized a new relay broadcast station to be used with standard broadcast station WABC. (B1-LRE-434)

WFLA—The Tribune Company, Tampa, Fla.—Granted modification of construction permit, which authorized increase in power from 5 KW, day and night, and 1 KW night to 5 KW day and night, and changes in directional antenna for night use, for extension of completion date from August 1 to September 15, 1944 (B3-MP-1757).

WMFM—The Journal Company (The Milwaukee Journal), Milwaukee, Wisconsin.—Placed in pending file in accordance with Commission policy adopted February 23, 1943, application for construction permit to change frequency from **45,500** to **43,900 kc.,** coverage from 8,500 to 17,828 square miles and make changes in antenna system. (B4-PH-268)

Placed in pending file in accordance with Commission policy adopted February 23, 1943, the following applications for construction permits for new high frequency (FM) broadcast stations:

Cincinnati Broadcasting Co., Cincinnati, Ohio (B2-PH-270); Oregonian Publishing Co., Portland, Oregon (B5-PH-272).

Placed in pending file in accordance with Commission policy adopted February 23 ,1943, the following applications for construction permits for commercial television broadcast stations:

Albuquerque Broadcasting Co., Albuquerque, N. Mexico (B5-PCT-60); KLZ Broadcasting Co., Denver, Colo. (B5-PCT-63); The Pulitzer Publishing Co., St. Louis, Mo. (B4-PCT-62); The WGAR Broadcasting Co., Cleveland, Ohio (B2-PCT-59); WKY Radiophone Company, Oklahoma City, Okla. (B3-PCT-64); Jos. M. Zamoiski Co., Baltimore, Md. (B1-PCT-61).

APPLICATIONS FILED AT FCC

930 Kilocycles

WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Transfer of Control of licensee corporation from W. Emery Lancaster to Lee Broadcasting, Inc.

WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Voluntary assignment of license to Lee Broadcasting, Inc.

960 Kilocycles

NEW—KOVO Broadcasting Co., Provo, Utah—Construction Permit to change frequency from **1240 kc.** to **960 kc.,** increase power from 250 watts to 1 KW, install new transmitter, directional antenna for night use and move transmitter.

1190 Kilocycles

KEX—Oregonian Publishing Co., Portland, Oregon—Voluntary assignment of license to Westinghouse Radio Stations, Inc.

1240 Kilocycles

WGCM—WGCM, Inc., Gulfport, Miss.—Voluntary Assignment of License to WCCM Broadcasting Company, a co-partnership composed of Hugh O. Jones, William E. Jones, and James O. Jones.

WGCM—WGCM, Inc., Gulfport, Miss.—Construction Permit to install a new transmitter.

KROY—Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, d/d as Royal Miller Radio, Sacramento, Calif.—License to cover construction permit (B5-P-3497) which authorized increase in power and installation of new transmitter.

KROY—Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, d/b as Royal Miller Radio, Sacramento, Calif.—Authority to determine operating power by direct measurement of antenna power.

WSNJ—Eastern States Broadcasting Corp., Bridgeton, New Jersey—Special Service Authorization to broadcast as a public service and without charge, work shifts scheduled by the Deerfield Packing Corp. and Seabrook Farms for a period of approximately one minute beginning at 2 p.m. and 8 p.m., EST, daily, for the period ending 10-15-44.

1340 Kilocycles

WAIR—C. G. Hill, George D. Walker and Susan H. Walker, Winston-Salem, N. Car.—Voluntary assignment of license to C. G. Hill and George D. Walker, d/b as WAIR Broadcasting Company.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Penna.—Construction Permit for reinstatement of B2-P-3124 which expired for increase in power from 100 watts to 250 watts and changes in transmitting equipment.

1370 Kilocycles

WSAY—Brown Radio Service and Laboratory (Gordon P. Brown, Owner), Rochester, New York—Modification of Construction Permit (B1-P-2924 as modified, which authorized change in frequency, increase in power, installation of directional antenna, new transmitter and move) for extension of completion date from 9-1-44 to 11-1-44.

1400 Kilocycles

NEW—Joe L. Smith, Jr., Charleston, W. Va.—Construction Permit for a new Standard Broadcast Station to be operated on **1400 kc.,** power of 250 watts and unlimited hours of operation.

NEW—City of Sebring, Florida, Sebring, Fla.—Construction Permit for a new Standard Broadcast Station to be operated on **1400 kc.,** power of 250 watts and unlimited hours of operation. Amended to change frequency to **1430 kc.,** power to 1 KW, change type of transmitter and make changes in antenna.

1450 Kilocycles

WILM—Delaware Broadcasting Co., Wilmington, Delaware—Transfer of control of licensee corporation from J. Hale Steinman and John F. Steinman to Alfred G. Hill (50.5%) also includes transfer of stock to Julia G. Hill and Chester Times.

WGL—Westinghouse Radio Stations, Inc., Fort Wayne, Indiana—Voluntary assignment of license to Farnsworth Television and Radio Corporation.

1490 Kilocycles

NEW—Southern Tier Radio Service, Inc., Binghamton, N. Y.—Construction Permit for a new Standard Broadcast Station to be operated on **1490 kc.,** power of 250 watts, unlimited hours of operation, facilities of WOLF when WOLF goes on **1450 kc.** Amended to omit request for facilities of WOLF and change corporate structure.

FM APPLICATIONS

NEW—E. Anthony & Son., Inc., Boston, Mass.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **43400 kc.,** with coverage of 19,650 square miles.

NEW—World Publishing Company and Tulsa Tribune Company, Tulsa, Okla.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **45700 kc.,** with coverage of 23,850 square miles.

NEW—W. O. Pape tr/as Pape Broadcasting Company, Mobile, Alabama—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **46100 kc.,** with coverage of 10,000 square miles.

NEW—Banks of Wabash, Inc., Terre Haute, Ind.—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **48700 kc.,** with coverage of 7442 square miles. Amended to change coverage to 7440 square miles.

NEW—Shelbyville Radio, Inc., Shelbyville, Indiana—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **46110 kc.,** with coverage of 3,730 square miles.

NEW—James Broadcasting Co., Inc., Jamestown, New York—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **46100 kc.,** with coverage of 10,352 square miles.

NEW—The Reporter Broadcasting Co., Abilene, Texas—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **45700 kc.,** with coverage of 6,936 square miles.

NEW—Nevada Broadcasting Co., Las Vegas, Nevada—Construction Permit for a new High Frequency (FM) Broadcast Station to be operated on **49500 kc.,** with coverage of 560 square miles.

TELEVISION APPLICATIONS

NEW—Hearst Radio, Inc., Baltimore, Maryland—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #6 (**96000-102000 kc.**).

NEW—Hearst Radio, Inc., Baltimore, Maryland (area of)—Construction Permit for a new Experimental Television Relay Broadcast Station to be operated on Channel #17 & 18 (**282000-294000 kc.**).

NEW—National Broadcasting Co., Inc., Chicago, Ill.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel 1# (**50000-56000 kc.**). Amended to specify ESR as 2380.

NEW—Globe-Democrat Publishing Co., St. Louis, Mo.—Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #1 (**50000-56000 kc.**).

NEW—Consolidated Broadcasting Corp., Ltd., Los Angeles, Calif. —Construction Permit for a new Commercial Television Broadcast Station to be operated on Channel #7 (**102000-108000 kc.**).

NEW—United Detroit Theatres Corp., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (**78000-84000 kc.**). Amended to change ESR from 800 to 564.

NEW—General Television Corp., Boston, Mass.—Construction permit for a new experimental television broadcast station (formerly licensed under Call Letters W1XG), to be operated on Channel #1 (**50000-56000 kc.**).

NEW—General Television Corp., Boston, Mass.—License to cover construction permit (B1-PVB-108) as listed above.

NEW—National Broadcasting Co., Inc., Los Angeles, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (**66000-72000 kc.**). Amended to specify a transmitter site on Mt. Wilson, Calif., and to specify an ESR of 1400.

MISCELLANEOUS APPLICATIONS

WNRI—National Broadcasting Co., Inc., Bound Brook, N. J.—License to cover construction permit (B1-PIB-49 as modified) for a new international broadcast station.

NEW—Columbus Broadcasting Co., Inc., area of Columbus, Ga.—Construction permit for a new relay broadcast station to be operated on **1622, 2058, 2150, 1790 kc.**, power of 15 watts and A3 emission.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The repondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Beacon Manufacturing Co., Swannanoa, N. C., manufacturing and distributing wool products, is charged in a complaint with violation of the Wool Products Labeling Act and the rules and regulations promulgated thereunder. (5198)

Coast Fishing Co.—A complaint alleging violation of the brokerage section of the Robinson-Patman Act has been issued against Coast Fishing Co., 621 South Fries Ave., Wilmington, Calif., engaged in the packing, distribution and sale of canned sea food products. (5197)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist order last week:

Morton Salt Co., 310 South Michigan Ave., Chicago, has been ordered to cease and desist from discriminating in price between different purchasers of its salt by selling to some of its customers at lower prices than it sells salt of like grade and quality to others. The price discriminations prohibited by the order were found to have the effect of injuring and preventing competition between the respondent's customers and to be in violation of Section 2(a) of the Robinson-Patman Act. (4319)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

B. Geller & Sons, Inc., New York City furrier, located at 333 Seventh Ave., entered into a stipulation to cease and desist from use of the term "North American Muskrat" to designate or describe fur products composed of Southern muskrat peltries; and from use of any statement or representation that tends to convey the belief that any peltries other than those known to the trade and industry as "Northern muskrat" are Northern muskrat peltries. (3875)

Germadol Herb Co., 651 East 164th St., New York, selling and distributing a hair dye preparation designated "Konceal," has stipulated that in the dissemination of advertising for the preparation now designated "Konceal Hair Coloring" she will cease representing that it is a hair dressing and is not a dye; that it will restore the original color to the hair, will dissolve dandruff, will conceal the age or give a youthful appearance or that it is "The French Way" of hair coloring. (03229)

Safety Harbor Sanitorium, Safety Harbor, Fla., entered into a stipulation to cease and desist from misrepresenting the therapeutic properties of mineral water they sell under the name "Espiritu Santo Springs." (3876)

Universal Institute, 500 West 39th St., Kansas City, Mo., entered into a stipulation to cease and desist from misrepresentation in connection with the sale of correspondence courses advertised as being of assistance to students in obtaining positions with the United States Government or in private business. (3874)

Table of Contents

January — July

Page

BROADCAST ADVERTISING

Audience Measurement 103
Avery Speaks at Nat'l Men's Wear Ass'n Convention 17
Avery Speaks at NRDGA Annual Convention 8
Department Stores Use Radio 56
"Did You Say Patent Medicine?" 179
General vs. Retail Rates 179
KMBC Adopts New Station Advertising Theme 141
NAB Dept. Expanded 153
NRDGA Promotion Clinic 91–96
Open Letter to Young & Rubicam, Inc. 203
Per-Inquiry—Allen Miller Production 120
Per-Inquiry—Pitluk Advertising Co. 11
Questionnaire Sent to All Stations About WAC Recruitment Advertising 239
Retail Promotion Plan Continues to Receive Radio-Retailer Acclaim 120
Retail Promotion Plan Results 16
Retail Radio Advertising Must State Tax Separately 145
Sales Managers Exec. and Research Committees Meet in Cincinnati 96
Sales Managers Hear "What Radio Buyers Want To Know" 40
Sales Managers Meetings 1–16–96
Standard Coverage Study Underway 145
Station Coverage Prime Research Objective 109
"Strange Hold" Described as Caress of Freedom 193

DEFENSE

Advertisers War Effort Contribution 96
Armed Forces Radio Service Thanks NAB for Personnel Information 71
Army ET Has Wide Acceptance 180
Bond Booths on Docks 11
Broadcasting in the 4th War Loan 11–71–109
Bulletin on 5th War Loan 146–155–169–222
D-Day and the Radio Giant 189
Future War Loans Pose Problems 222
More Treasury ETs for Sponsorship 31
Paper Rationing Affects You 11
Solicit Complaints and Suggestions on 5th War Loan 199
Stations Ask for War Bond ETs 19
Stations Favor Continuance Bond Campaign 18
Stations War Effort Broadcasts 111–161
Talent Sparks WAVE Drive 253
Voluntary Censorship Tightened 24
WROK Sponsors Showing of War Film 85

ENGINEERING

Crystals Now Available 89
District Engineering Committee 10
Fixed Condensers Available 110
FM vs. AM Television Sound 64
FM Broadcasters Meet 25
FM Educational Broadcasting 241
Industrial Sound Equipment 110
NAB Develops Training Technique for Women Studio Operators 83
NAB Operator Training 56–71
NAB Surveys Broadcasters Use of High Frequency Supplementary Services 240
NAB Technician Pool 110
Panel #4 Allocation Meeting 233
Two NAB Staff Directors Address IRE Convention 26

FEDERAL COMMUNICATIONS COMMISSION

Adair New Chief Engineer 58
Appropriations 24–33–92
Ask Congressional Policy 247
Page
A T & T Test in 12 Bands Is Approved 205
Chairman Fly Comments on "Don't Change Horses in the Middle of the Stream" 232
Chairman Fly Meets with NAB Small Market Stations Committee 178
Chairman Fly Replies to Complaint vs. WMCA 240
Chairman Fly Speaks at FMBI Meeting 33
Chairman Fly—Wheeler Hail Radio 171
Change in Transcription Rule Not Yet Effective 178
Committee Appoints John J. Sirica as General Counsel 104
Craven to Leave Commission 159
Data Re 100-Watt Standard Broadcast Stations 140
Durr Clarifies Dissent 248
Hudson to Assist Fly 156
Identification Break Waived 25
Jorgensen Joins Navy 92
Leonard Marks Heads New Facilities Section 193
NAB Comments on Proposed Electrical Transcription Rule 204
NAB Files Brief on FCC Order 118 Amending Rule 1.5 51
NAB-FCC Cooperate in Manpower Survey 240
Networks Warned on FM Broadcasting 168
New Application Form 216
New Multiple Ownership Order 31
Newspaper Case Closed 7
Number of Stations 42–113–164–208–242
Policy on C. P.'s Clarified 23
Proposed Network Recording Rule 31
Inquiry on Railroad Use of Radio 146
Inspection of Records, Order No. 118 18
Jett Nominated to Commission 7–58
Railroad Hearings Set 216
Relay Station Broadcast Licenses Adjusted 180
Renewal Forms Revised 191
Reports FM Bursts to RTPB 192
Revises Multiple Ownership Compliance Procedure 101
RID Alerted 193
Rock Island Permits Granted 180
Rules Amended on Commencement and Completion of Construction 216
Television Multiples Increased 160
Transcription Announcements 159
Transfer of Control Regulation 12
UAW-CIO Petition vs. WHKC for Hearing 222

GENERAL

Advertising Federation Calls Off Its Annual Convention 122
Air Corps Casualties Available to Industry 145
American Library Ass'n Spots 170
"America's Secret Weapon" Film Available to Stations 147
Boy Scouts Thank NAB 205
Broadcast Pleas Reduce Army Depot Absenteeism 4
Canadian Ass'n of Broadcasters Convention 61
Certificate of Appreciation to Dr. Armstrong 214
College Degrees in "Radio Journalism" Seen by NAB Radio News Committee 26
Committee Studies College Radio Courses 32
DAR Demands Free Radio 163
"Daylight Saving" Time 154
"Don't Change Horses in the Middle of the Stream" 232
Educators Request More Channels 32
Fighting Men Think About Post-War Jobs 242
WHAS Has Full-Time Religious Coordinator 233
Honorable Chan Gurney on Free Speech 103
Identification Break Waived 25
Imported U. S. Radios and Domestic Production Maintain Listening in Britain 19–57
Increased Production Excludes Radio 233
Industry Receives Signal Corps Certificate of Appreciation 205
Industry Thanked by Infantile Paralysis Foundation 55–65

Page

Industry Thanks "Fibber" McGee and Molly for D-Day Coverage Plug 192
Information Wanted on Infringement of a Radio Idea 89
Information Wanted on Matthew Halton Radio Award 164
Information Wanted on "Rape of Radio" Book Cover 19
Inquiry on Power Rates 110
Jack Hopkins Continues as President of the Florida Ass'n of Broadcasters 121
Murphy Buys KSO 156
NAB Receives Red Cross Citation 160
National Ass'n of Evangelicals Questionnaire 11
National Music Week 141
National Thrift Week 11
Nebraska Broadcasters Hold State Meeting 180
New Award Is Created for Radio Contribution to Cause of Democracy 139
No Attempts to Influence News by Advertisers 56
No More "Disclaimers" 118
"On the Air" Will Show Anywhere 105
Oregon-Washington Broadcasters Meet 96–104
Peabody Award Winners 135
Program Log Information Wanted 110
Proposed Sale of WBT 33
Proprietary Ass'n Code of Advertising Practices 198
Radio Does a Job 77
Radio Figures Prominently in Ad Club War Projects 179
Radio Largest Source of War News 141
Radio Newsroom Manpower Survey 241
Radio Pays Tribute to the YMCA Centennial 206
Radio Praised for D-Day 205
Radio Reduces Absenteeism 241
Railroads Test Radio Train Communication 121
Ray C. Ellis Addresses RMA Conference 192
Republican Convention Radio Coverage Great Engineering Feat 215
Republican National Convention Plank on Freedom of Press and Radio 214
Send Military Addresses to NAB 83–85–137
Service Man Fights for Freedom of the Air 242
Stations Study Public Likes and Dislikes 56
Trammel Extols Radio and Press 4
Union Theological Seminary Undertakes Radio Survey 193
War Department Certificate of Appreciation 213
WLS Has 30th Birthday 111
Women Staff New NBC Show 91
WOW Begins 22nd Year 111
WRVA Announcements Recover Sailor's Bag 70

GOVERNMENT

Cohen to London 168
Crystals Now Available 89
D. Thomas Curtin WMC Radio Chief 104
FTC Report on Radio 12
Fetzer Replaces Ryan at Censorship 69
George P. Ludlam Succeeds Philip H. Cogen at OWI 120
Glenn Henry Leaves WPB 199
Internal Revenue—Talent Tax Status 63
McGee Leaves WPB 254
McIntosh Leaves WPB 159
More Treasury ETs for Sponsorship 31–57
Navy Dept. Compliments NAB 41
OWI Needs Overseas Personnel 64–122
Policy on C. P.'s Clarified 23
Smith Is New Treasury Radio Chief 169
Sub-Committee Considers "Daylight Saving" 154
U. S. Communications Representatives Confer with Colombian Govt. 194
U. S. Office of Education Plans Better Equipment for School Radio 216
Voluntary Censorship Tightened 24
War Dept. Recognizes NAB Activity 31
WMC Continues Broadcasting in Essential Category 70

Page

WMC Manpower Budget Plan 83
WPB Interprets P-133 154

LABOR

AFM Walks Out in WJJD Case 197
Assigned Announcer Fee Principle Opposed 177
Commission Employees—New Policy 2
FCC Sets UAW-CIO Petition vs. WHKC for Hearing 222
Green, William Says WJJD Strike Unauthorized 118
Hillbilly Recruits War Labor Over KWKH 207
Information Needed on Membership of Women Technicians in IBEW Unions 191
Pancake Turners 52
Speedy Action Follows Appeal to Strikers Over 5 Pittsburgh Stations 233
Wage and Hour (Talent Fees) 15
Wage Order Affects Broadcasters 232
Wage Stabilization Extended 178
WCOV Wins Arbitration Award 102
WJJD Presents Case 159
WLB Statement on Voluntary Bonuses 160
WMAL Case 136
WMC Appeals Procedure Modified 53

LEGISLATION

Brown and Rankin File Bills Affecting Radio 65
Brown Bill H. R. 431—Study and Investigation of News Released to Armed Forces 65
Clark Committee Hears Inter-Lochen Ban Story 89
International Communications Investigation 83
Limitation on Advertising Broadcasts S. 814 190
NAB Committee Considers White-Wheeler Bill 177
NAB Committee Meets with Chairman Wheeler 70–83
NAB Reviews Legislation Position 190
NAB Revises Legislative Recommendations 24
Prohibit Interference with the Broadcasting of Non-Commercial Cultural or Educational Programs 919
Rankin Bill H. R. 4151—Libel & Slander 65
Wheeler-Fly on Future of Communications 171

MUSIC

BMI Board Meeting 197
Broadcasters Want Strong BMI 62
Clark Committee Hears Inter-Lochen Ban Story 89
Commodore Records 53
Haverlin Leaves BMI—Joins MBS 89
Harold Ryan Elected President of BMI 118
NAB Music Committee Confers with ASCAP 139
Resolution Adopted 154
WJJD Presents Case 159
WLB to Consider Petrillo Matter 95
WPB Cites A. F. of M. Officers 135

NATIONAL ASSOCIATION OF BROADCASTERS

1944 Membership Certificates 105
Annual Convention 31–197–221
Ass'n of Women Directors Stage Big Event 57–222–242
Audience Measurement Bureau Committee Meets 31
Avery's Talk Before NRDGA Convention 8
Board Meeting—February 2 and 3 15–136
Board Meeting—May 8, 9, 10 153
Brief Filed on FCC Order 118 Amending Rule 1.5 51
Broadcasters Discuss Essential Character of Radio 79
Broadcasters Want Even Stronger BMI 62
By-Law Change 153–231
Canadian Ass'n of Broadcasters Convention 61
Code, Controversial Issues 77
Comments on Proposed Electrical Transcription Rule 204
Convention Site and Program Committee Meet 9
District 2 78

Page

District 3 79
District 6 69
District 8 39
District 10 39
District 12 63
District 13 62
District 14 41–53
District 15 104
District 16 54
District Engineering Committee 10
District Meeting Resolutions 39
District Meetings Schedule 1–7–15–25
FCC-NAB Cooperate in Manpower Survey 240
Fetzer, John E.—District 8 Director 39
Finance Committee Meet—January 10 9
Gillin, John J.—District 10 Director 39
Kolin, Hager—District 2 Director 78
Legislative Committee Considers White-Wheeler Bill 177
Legislation Committee Meets with Chairman Wheeler 70–83
Legislative Position Reviewed 190
Music Committee Confers with ASCAP 139
Navy Dept. Compliments NAB 41
News Committee Plans Council on Radio Journalism 214
News Sub-Committee Meets 18
Non-Member Stations Invited to Affiliate with NAB 197
Operator Training 56–71
Program Managers Exec. Committee Meet 10
Program Managers Start Series of Bulletins 232
Proposed By-Law Amendments 231
Public Relations Meetings 1–25
Radio News Committee 26
Radio News Committee Work Gets Further Cooperation 121
Revised Legislative Recommendations 24
Ryan New President 29–118
Ryan Expresses Faith in Broadcasting's Future. 117
Ryan Speaks on Radio and War 249
Ryan, William B.—District 16 Director 54
Sales Managers Hear "What Radio Buyers Want To Know" 40
Sales Managers Meetings 1–16
Salt Lake City Broadcasters Meet with Egolf and Avery 54
Small Market Stations Committee Meets with Chairman Fly 178
Surveys Broadcasters Use of High Frequency Supplementary Services 240
Two Board Members Enter Service 249
War Dept. Recognizes NAB Activity 31
Way, William B.—Reelected District 12 Director 63
Wooten, Hoyt B.—District 6 Director 69
Yocum, Ed—District 14 Director 41–53

PROMOTION

35,000 Schedules for KRNT Listeners 223
Design Technique vs. Service Requirements—Irwin W. Stanton 45
Kansas City Goes in for Kid Shows 42
KMBC Issues Service Brochure 105
KMBC-FM Makes Commercial Bow in Kansas City 254
KOB Co-Sponsored $2,000 Bond Contest 223
KRNT Column in 16 Iowa Papers 199
KRNT and KSO Launch "Food for Freedom Fair" 105
KROY Tells of Public Service 164
KTSW Establishes Radio Scholarship 156
KXOK Has New Type Public Forum Broadcast 121
KXOK's "Jobs for Heroes" Gets Results 84
Parents Acclaim New WMAZ Program 234
Pioneers Education by Radio in N. C. 241
Post-War Radio Service 45
Radio in Service of Home and Nation—Arthur Stringer 48
Three Stations Combine to Promote Knoxville Market 180

Page

"Town Meeting" Promoted Drive Over WROK 223
War Effort Reports 111–161
WAVE Sells in 4th War Loan Drive 70
WBIG Plans Morale Series 155
WBIG to Originate Network Series 199
WBZ Free Radio Workshop Begins July 6 217
WBZ Warcasts Increase Production 111
WGAR and WJR Survey 75 Stations 56
WGAR's Library Promotion 32
WIOD's Bond Promotion Clicks 217
WJAG Serves in Emergency 170
WJR Brochure "Victory F.O.B." 110
WMAZ Cancels Sponsored Religious Programs. 241
WOPI Observes 15th Anniversary 199
WOWO's "Proudly We Hail" 147
WQAM Issues "Service" Brochure 164
WQAM Juvenile Delinquency Program 163
WRVA Campaign Producing "Smokes for Our Wounded" 170
WRVA Careless Talk Slogan Contest 90
WTAG Show Produces Bond Sales 206
WTIC's Unique Wartime Program 141
WWNC Issues News Program Schedule 199

PUBLIC RELATIONS

American Home Campaign Contest 85–242
Children's Programs Discussed 179
Deadline on Photos for NAB Public Relations Book 193
Egolf Addresses Radio Council of Greater Cleveland 26
Egolf Speaks on Venereal Diseases 147
Fifteenth Institute for Education by Radio 123
Free Radio Explained by Radio 221
KFI Points Up Fight on Venereal Diseases 147
KTSM Booklet on El Paso Radio Forum 85
Lewis, Dorothy, Schedule Southern Tour 85
Meetings 1–25
NAB Ass'n of Women Directors Stage Big Event 57–222–242
NAB Participates in Ohio Institute 155
Notes from Listener Activity Office 234
Radio Councils Activities 19–26
Radio Facilities and Activities Surveyed in New Jersey Schools 207
Radio Farm Directors Organize Ass'n 154–155
Radio Women at White House 198
Results of AWD General Survey of Women's Programs 122
Rochester Hospital Council Broadcasts 91
"Tell Us About Radio"—WGAR 90

RADIO TECHNICAL PLANNING BOARD

Changes Name of Panel #5 222
FCC Reports FM Bursts 192
FM and Television Panel Meetings 119
Panel #3 Meeting 55
Panel #4 Meeting 2–154
Panel #5 Meeting 56–162
Panel #6 Meeting 64

RESEARCH

Data Re 200 to 500-Watt Stations 121
Population Shifts 65
Radio Families—January 1 17
Research and Sales Managers Exec. Committees Meet in Cincinnati 96
Station Coverage Prime Research Objective 109
Standard Coverage Study Under Way 145

SELECTIVE SERVICE

Communications Common Carriers Denied Deferments 109
New Developments 95
WMC Continues Broadcasting in Essential Category 70

TAXATION

Page

How to Mention Federal Excise Tax in Retail Radio Advertising 167
Retail Radio Advertising Must State Tax Separately 145
Talent Tax Status 63

TELEVISION

Dr. De Forest on Television 254
Joyce Forecasts Television at NRDGA Promotion Clinic 96
Small Market Stations in Television 168
Television in Spotlight 145
Television Meeting 32
Television Multiples Increased 160
Television Stations Listed 32

TUBES

Increased Tube Production Is Under Way 241
NAB Predicts More Tubes in Last Half of Year 214
Views on Production Differ 2

NAB SPECIAL BULLETINS

Page

A. F. OF M. #24–28
THE BEAM Vol. 2, #1–2
BROADCAST ADVERTISING #9–11
INFORMATION #17
LEGISLATIVE Vol. 12, #1–10
MUSIC Vol. 12, #1
PROGRAM MANAGERS #1
REEMPLOYMENT #1
SELECTIVE SERVICE #17–22
SWAP BULLETIN #46-52
WAR CONFERENCE #1

Reports
NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 32, August 11, 1944

ALL CONFERENCE SESSIONS IMPORTANT

The program for the forthcoming War Conference is rapidly crystalizing and it is planned to issue a full agenda within the next ten days. Great care has been exercised in the selection of the speakers who are to participate on the various programs. Every topic has been selected with a view to contributing constructively to better understanding on the part of the broadcasters of current problems and of possible developments affecting their interest which will arise in the future. No broadcaster who attends this Conference can afford to miss any of the sessions which have been planned.

Of particular interest and importance is the closing session on Thursday afternoon, August 31. This program will be a panel discussion of the post-war future of broadcasting. What about AM—FM—television—facsimile! Those are questions which every broadcaster has uppermost in his mind. A great deal of light will be thrown on them at this session.

If you have been planning your departure prior to 6 o'clock Thursday afternoon, you are going to miss one of the most revealing sessions of the entire Conference. We give this notice at this time in order that you may change your train reservations if you have previously planned to leave before 6 o'clock on Thursday, August 31.

NAB LABOR POST FILLED

John Morgan Davis, Philadelphia attorney, has been appointed general counsel of the National Association of Broadcasters and placed in charge of labor relations, Harold Ryan, NAB president, announced today. He will assume his duties officially on August 15.

Mr. Davis, engaged in the practice of law in Philadelphia, will retain his legal connections there and give general direction and supervision to the NAB labor relations activity.

A graduate of the University of Pennsylvania Wharton School of Finance and Commerce and of the law school, Mr. Davis alternated his studies with broadcasting in 1929 when he became an announcer at station WLIT, Philadelphia. He later was employed at WCAU and returned to WLIT in 1932 as Assistant to the General Manager, and in 1935, when WFIL was created through the merger of WLIT and WFI, he remained with the combined operation.

Later in 1935, Mr. Davis acquired an interest in radio station WIBG, serving as Vice President and General Counsel. He has retained that post continuously since.

He served as the first Secretary of the State Labor Board of Pennsylvania and assisted in the organization of that agency with which he maintained his connection for a period of 18 months.

In his legal practice, Mr. Davis has specialized in corporation, communications and labor law, having been admitted to practice in all courts of Pennsylvania and the United States Supreme Court.

He is a member of the Pennsylvania Bar Association, the American Bar Association and of the Federal Communications Bar Association, taking an active part in all these organizations.

He is past Chairman of the American Bar Association Radio Committee and is at present National Director of the Public Information program of the American Bar Association.

(Continued on page 272)

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

NAB LABOR POST FILLED

(Continued from page 271)

He is married and the father of two children.

Mr. Ryan announced that Mr. Davis will attend the forthcoming NAB Executives War Conference in Chicago, August 28-31, and will outline the general scope of NAB labor activities.

WLB AFTER PETRILLO

The War Labor Board is trying to make Mr. James C. Petrillo, President of the American Federation of Musicians, behave.

On Wednesday (9) Petrillo was cited before the Board to show why he had defied the Board's order in refusing to call off the strike against Station KSTP. William H. Davis, Chairman of the Board, denounced the strike which he said violated the normal processes of handling labor disputes. Joseph Padway, General Counsel for AFM, who appeared in behalf of Petrillo, said that he would notify the union headquarters in New York and also the strikers of Mr. Davis' views. He was instructed to give the Board final word on Thursday (10) as to whether or not the strike would be discontinued in accordance with the Board's order.

Mr. Davis said: "This strike is incredible to me. It is just a question of what is a fair rate of pay in Minneapolis, not one involving any great issue. Whatever the provocation" he said to Mr. Palway, "I expect you to let the proposition be settled by the War Labor Board."

In still another matter pending before the Board Mr. Petrillo has been taken to task. He was summoned to appear on August 17 to explain why his union has not lifted the ban against the making of records in accordance with the Board's order. This order (See NAB Special AFM Bulletin No. 28 of June 22) handed down June 15 after NBC Recording, Columbia Recording and RCA Recording had agreed to negotiate with respect to the distribution of a fund has never become effective due to Mr. Petrillo's refusal to allow the musicians to go back to recording work.

Further developments will be reported.

TREASURY SALUTES INDUSTRY

In a personal letter to President Harold Ryan, Henry Morgenthau, Jr., Secretary of the Treasury, pays high tribute to the assistance given to the Fifth War Loan. Mr. Morgenthau's letter follows:

"In your capacity as the representative of the radio industry, please accept the sincere thanks of the Treasury Department and the people of America for the time and talent placed at our disposal in the Fifth War Loan by the four networks and the 912 radio stations throughout the country.

"Radio's contribution in terms of money has been most outstanding, but radio's contribution in terms of our success and the country's welfare is beyond appraisal. Without it we could not have raised the tremendous sum necessary to pursue the war."

BROADCAST ADVERTISING

WPB DECLARATION OF POLICY AND RETAILERS VOLUNTARY PROGRAM

At the suggestion of NAB, the Office of Civilian Requirements of the War Production Board will mail to all radio stations on Monday, August 14, a letter outlining the purposes and principles of the Declaration of Policy in connection with textiles, textile products and furniture.

The letter will be accompanied by material that describes the application of this Declaration of Policy to retail radio advertising. Included with the mailing is a pamphlet containing 82 questions and answers that help to define and describe the principles in practice.

All radio station managers and sales executives are urged to read and study this material in order that they may more closely conform to the purposes of the proposal. To supplement the mailing from the War Production Board, NAB will address a letter to all radio stations on Wednesday, August 16.

For additional details, see the issues of the advertising and broadcasting trade papers dated August 14.

NRDGA PROMOTION EXCHANGE WILL BE MAILED NEXT WEEK

Radio station sales executives are urged to be on the lookout for the September issue of the NRDGA PROMOTION EXCHANGE which will be mailed to all NAB member commercial managers early next week.

This issue—the first available under the NAB Associate membership in NRDGA—contains a calendar on a merchandise basis for the month of September and a detailed explanation of the "Kitty Kay" programs for Kirven's of Columbus, Georgia.

INDUSTRY BACKS NAB STAND ON PAID WAC ADVERTISING

Although Young & Rubicam, Inc., has issued a statement regarding the effort of the National Association of Broadcasters to obtain the WAC recruitment advertising budget for radio stations, NAB will not relax in its efforts to convince the agency that broadcast advertising should be used for this purpose.

The response and support of radio stations of all types and in all sections of the country has been overwhelmingly in accord with the NAB position. At the moment this issue of the NAB REPORTS goes to press, the vote on the acceptance of paid WAC recruitment advertising is divided as follows:

Affirmative	**630**	**89.5%**
Negative	**65**	**9.2%**
Undecided	**9**	**1.3%**
TOTAL	**704**	**100.0%**

Negotiations now in progress will be reported in full to the industry at the earliest possible moment.

Designed to enable radio station executives to keep up to date on the promotion plans and thinking of department stores and other leading retailers, the NRDGA PROMOTION EXCHANGE will be mailed to each NAB member station ten times during the next twelve months. Be sure it is routed to the entire sales staff.

MRS. LEWIS NAMED CHAIRMAN

Following the conference held July 27th on Farm & Safety, by the N. Y. State Department of Health, Mrs. Dorothy Lewis, NAB Director of Listener Activity, was appointed Chairman of the Radio Committee of the State Advisory Committee on Home and Farm Safety.

CHILDREN'S PROGRAM IDEAS

NAB, through its Listener Activities Division, maintains one of the largest files of Children's Programs in the world. Information is available to broadcasters at all times. Most recent contributions came from Mr. Roger Clipp, Manager of WFIL. Their program, MAGIC OF BOOKS, has received the following high commendation from The Free Library of Philadelphia:

"We thank you for your magnificent work for the children of Philadelphia. This program has brought about the first direct tie-up between the library and the public school children. We understand that over 1,000 children crowd the lecture hall to hear 'Skipper Dawes' and that there is a great demand for books."

Alexander J. Stoddard, Superintendent of Schools, also extended appreciation and continued cooperation.

Here is the general format of the series:

"MAGIC OF BOOKS—This is a quarter-hour program broadcast once a week during school hours and listened to by the children either during class or in assembly. The grades covered are from the third to the sixth inclusive with the age range nine through twelve years.

"Each week Skipper Dawes, our Educational Director, tells the children over the air a story taken from a book selected in cooperation with the school and the public library. At the same time, he announces that he will be in one of the branches of the public library at such and such an address to tell another story. The children in the school closest to that branch are invited to come to the library and see and hear Skipper Dawes read a story in person. While the children are gathered around him, Skipper Dawes invites two or three to read aloud their favorite story to the group. The boy or girl performing the most creditably is then invited to appear with Skipper Dawes on his program the following week.

"Mr. F. H. Price, the Librarian of the Free Library of Philadelphia, was so impressed with the program that he authorized the printing of 50,000 book markers publicizing the MAGIC OF BOOKS and listed the books from which stories would be told during future broadcasts.

"Our experience with the MAGIC OF BOOKS has shown conclusively that it is definitely in the realm of public service and we are quite happy to relate appeals mightily to the youngsters to whom it is directed."

Two other series will be broadcast this fall.

MUSIC ON THE AIR operates with the full cooperation of the Radio Committee of the Public School System and will have the added value of the advice and collaboration with a local musical organization.

SCIENCE IS FUN will appeal to the same nine to twelve age level. Scripts will be prepared under the supervision of the Franklin Institute. Scientific facts will be explained in story form. A special manual will be available to every principal and teacher in the particular grades approached.

This pooling of resources and facilities deserves praise and study by broadcasters everywhere. The series are applicable to many communities.

SCHOOL BROADCAST CONFERENCE SET

The entire structure of school broadcasting as it affects the schools, local stations and networks, is to be considered as the agenda for the Eighth Annual Meeting of the School Broadcast Conference, to be held at the Morrison Hotel in Chicago, October 23 and 24.

Dr. Lyman Bryson, Director of Education for the Columbia Broadcasting System, will serve as permanent chairman.

Questions scheduled for consideration in general sessions are: The Philosophy of Radio Education and the Classroom Use of Radio; In-school and School Producing Groups and their Administrative Problems; Implications in the Growth of FM Educational Broadcasting; Educational Radio and Television Look to the Future.

"The problems of the school broadcasting and public service programming have grown so remarkably that no Conference as previously set-up can cope with them," said George Jennings, Director of the meeting. This session has been planned as a working conference, with all delegates attending all sessions. Broadcasters and educators will have an opportunity to present and discuss their problems . . . so that the educator may have the benefit of the broadcaster's radio experience and the broadcaster may have the benefit of the educator's classroom experience, to the end that school and public service broadcasting may become the potent factor in education and American life that it can be."

CHICAGO SCHOOL BROADCASTS GROW

According to George Jennings, Director of the Radio Council of the Chicago Public Schools, the number of school broadcasts has grown rapidly. The statement follows:

"Five major commercial radio stations, supplemented by the Board of Education's owned and operated FM station, WBEZ, carried radio programs into 5800 classrooms of the Chicago Public Schools during the months of February through June, 1944, according to a semi-annual report of radio listening in the Chicago schools, just released by the Radio Council. 263,561 students in 403 Chicago schools heard one or more broadcasts during any average week in the five-month period covered by the survey.

"Programs released by WIND, WJJD, WMAQ, WBBM, WLS and WBEZ figured in the survey, with WIND releasing 69 Radio Council broadcasts to an audience of 1296 classes; WJJD releasing 72 Radio Council broadcasts to 814 classes; WLS Schooltime (a five-a-week strip) was heard in 389 classes; WBBM-CBS American School of the Air was heard in 266 classes. Five hundred and seventy-two classes reported listening to WBEZ (FM) and 2492 classes reported that they listened to special broadcasts on both WBEZ and other local Chicago stations. The program released by WMAQ is a Saturday morning broadcast and no classroom figures are available on it.

"The number of frequency modulation receivers in the schools doubled in comparison with a survey for the first half of the school year 1943-1944. Total hours of operation for the FM Station WBEZ increased from 207 hours for the first half of the year to 385 hours. Total time on commercial stations increased from 31 hours and 30 minutes to 48 hours and 30 minutes.

"Reported number of students listening to radio in classrooms increased by 81,000; much of this increase can be attributed to the re-scheduling of programs released on standard stations on Station WBEZ at a more convenient time for teachers and classes.

"Despite obsolescence and inability to repair standard receiving sets in use in schools as well as a loss of sets through theft, the total number of classroom receivers increased by 135 sets. Many of these sets are 'on loan' to schools by teachers and families with more than one set, although some of the increase is due to the purchase of new pre-war FM receivers.

"Attendance at lectures arranged with local Chicago service institutions, such as the Chicago Natural History

Museum (Field Museum), the Museum of Science and Industry, and others which are planned to supplement broadcasts, increased from 456 for seven lectures to 1069 for eight lectures. Members of the Radio Council Staff visited 308 Chicago schools and 161 schools participated in the Council's second semester evaluation of program project. 564 different evaluation reports were received on Council broadcasts."

BE ON THE LOOKOUT

John Carl Jeffrey, Manager of Radio Station WKMO, Kokomo, Indiana, reports the activities of an individual who operated in that community under the name of Harry Keefe. This party is a smooth talker who conducts radio programs on a participating basis with stations. He comes originally from Cedar Rapids, Iowa. He is about 55, 5′ 9″ tall, weighs about 210 pounds, has peculiar streaked hair of black, yellow and white. He is alleged to have passed over $100 worth of spurious checks. Radio operators are cautioned to be on the lookout. NAB would appreciate any advice regarding this party's movements.

WROK COVERS 200 TRAFFIC SPOTS

On display in 200 stores, windows and other key traffic spots in Rockford, Ill., are blue and white placards distributed by station WROK to advertise Blue Network shows. Size 14 x 22 inches, the posters will be changed monthly. First in series plugs "Blonde", "Breakfast at Sardi's" and Philco Summer Hour. Sponsor of each program is listed beneath the title.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission. They are subject to change.

Wednesday, August 9

NEW—Birney Imes, Jr., Meridian, Mississippi (Applicant for C. P. for a new station to operate on **1240 kc.**, 250 watts, unlimited).—Petition for leave to amend application; the applicant attorney: Paul Spearman.

NEW—Birney Imes, Jr., Meridian, Mississippi (Applicant for C. P. for a new station to operate on **1240 kc.**, 250 watts. unlimited).—Petition to intervene; Mississippi Broadcasting Company, Inc. Attorneys: Raymond H. Beebe and Raymond C. Cushwa.

Tuesday, August 15

WHKC—United Broadcasting Co., Columbus, Ohio.—Petition (filed 6-2-44) by International Union, United Automobile, Aircraft and Agricultural Implement Workers of America, affiliated with the Congress of Industrial Organizations, and Local 927, UAW-CIO, Columbus, Ohio, for reconsideration and hearing, directed against the action of the Commission on 5-16-44, granting the above-entitled application.

Federal Communications Commission Action

APPLICATIONS GRANTED

KORE—Frank L. Hill and Violet G. Hill, d/b as Eugene Broadcast Station, Eugene, Oregon.—Granted request for waiver of Section 1.364 of the regulations requiring filing of application for involuntary assignment of license within 30 days of the death of assignor; granted additional 30 days within which to file such application.

Birney Imes, Jr., Meridian, Miss.—On the Commission's own motion, continued hearing in Docket 6596 scheduled for August 10, until September 8, 1944. (Application is for construction permit for new station.)

WJLS—Joe L. Smith, Jr., Beckley, W. Va.—Scheduled for oral argument on August 30, 1944, in re application for construction permit to make changes in equipment of WJLS for operation on **560 kc.** with 100 watts power night, 250 watts day, unlimited time. (Proposed Findings No. B-199; Docket No. 5972.)

KNET—Palestine Broadcasting Corp., Palestine, Texas.—Granted modification of license to change hours of operation from daytime only to unlimited (B3-ML-1196).

WRNL—John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan (Transferors); Richmond Newspapers, Inc. (Transferee); Richmond Radio Corp. (Licensee), Richmond, Va.—Granted consent to transfer control of Richmond Radio Corp., licensee of station WRNL, and relay stations WEOH and WAHM, from John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers, Inc., representing 500 shares, or 100% of all authorized, issued and outstanding common voting stock. The consideration for these shares is cancellation of notes of the transferors aggregating $25,000 due to and held by transferee (B2-TC-381).

WMRN—Howard F. Guthrey and Florence Guthery (Transferors), Robert T. Mason (Transferee), The Marion Broadcasting Co. (Licensee), Marion, Ohio.—Granted consent to transfer of control of The Marion Broadcasting Co., licensee of Station WMRN from Howard F. Guthrey and Florence Guthery (Transferors) to Robert T. Mason (Transferee), involving sale of 101 shares, or 50.5% of the issued and outstanding capital stock of licensee for a consideration of $13,837 (B2-TC-398).

WDEF—Joe W. Engel (Assignor), WDEF Broadcasting Co. (Assignee), Chattanooga, Tenn.—Granted consent to assign the license of Station WDEF from Joe W. Engel to WDEF Broadcasting Co., involving transfer from an individual to a corporation controlled by him (B3-AL-420).

KLBM—Ben E. Stone (Assignor), Inland Radio, Inc. (Assignee), LaGrande, Ore.—Granted consent to assign the license of Station KLBM from Ben E. Stone to Inland Radio, Inc., for a consideration of $15,000 (B5-AL-423).

KTAR—KTAR Broadcasting Co., Phoenix, Ariz.—Granted renewal of license on a regular basis.

KTW—The First Presbyterian Church of Seattle, Seattle, Wash.—Granted renewal of license for the period ending May 1, 1947.

WJAX—City of Jacksonville, Jacksonville, Fla.—Granted renewal of license for the period ending May 1, 1947.

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Granted motion to dismiss without prejudice application for construction permit to change frequency from **1490** to **1240 kc.**

KCRJ—Central Arizona Broadcasting Co., Jerome, Ariz.—Granted authority to cancel outstanding license, delete call signal KCRJ, and close records of this station. Denied request to reserve this call signal.

WGST—Ga. School of Technology, Atlanta, Ga.—Granted license to cover construction permit which authorized changes in transmitting equipment and increase in maximum rated carrier power output of auxiliary transmitter (B3-L-1811).

WKAQ—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45 (B-MP-1755).

W9XEK—Courier-Journal and Louisville Times Co., near Eastwood, Ky.—Granted license to cover construction permit for new developmental broadcast station on an experimental basis only; **45500 kc.**, or other frequencies at the direction of the Commission. 1 KW (B2-LEX-17).

KUDT—A. H. Belo Corp., Portable, area of Dallas, Tex.—Granted license to cover construction permit for new relay broadcast station frequencies; **156750, 158400, 159300** and **161100 kc.**, 100 watts (B3-LRE-436).

WKAQ—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45 (B-MP-1756).

KGHF—Curtis P. Ritchie, Pueblo, Colo.—Granted license to cover construction permit which authorized increase in power from 500 watts day and night to 1 KW day, 500 watts night, and changes in transmitting equipment (B1-L-1817). Also granted authority to determine operating power by direct measurement of antenna power (B5-Z-1610).

WHLN—Blanfox Radio Co., Harlan, Ky.—Granted license to cover construction permit authorizing change in frequency from **1450** to **1230 kc.** and changes in antenna and ground system (B2-L-1818). Also granted authority to determine operating power by direct measurement of antenna power (B2-Z-1611).

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Granted modification of construction permit (B3-P-3062), for extension of completion date to 10-10-44.

APPLICATIONS FILED WITH FCC

NEW—Binghamton Press Co., Inc., Binghamton, N. Y.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Modification of construction permit (B3-P-3062 which authorized change in frequency, increase in power, installation of new transmitter, directional antenna for night use and move station) for change in type of transmitter, changes in directional antenna system and extension of commencement and completion dates.

NEW—Ernest E. Forbes, Jr., tr/as Magic City Broadcasting Co., Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

KVAK—S. H. Patterson, Atchison, Kansas.—Authority to determine operating power by direct measurement of antenna power.

NEW—Donald A. Burton, Muncie, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.** with coverage of 9,600 square miles.

NAB Reports
The National Association of Broadcasters

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 33, August 18, 1944

ATTENTION FOCUSED ON ALLOCATIONS

DEPARTMENT OF STATE SEEKS INDUSTRY OPINION ON POST-WAR ALLOCATIONS

At the invitation of Adolf A. Berle, Jr., Assistant Secretary of State, representatives of the radio industry and government agencies met in Washington on August 11 and 12 with members of the Special Committee on Communications, Department of State.

Those attending were told that the Department of State has set a deadline of December 1, 1944, on the post-war allocations and proposals for the modification of the International Tele Communications Convention (Madrid, 1932) and General Radio Regulations (Cairo, 1938).

All members, alternates, and observers of RTPB who are citizens of the United States were sent invitations to attend the meeting together with the proposals of the Inter-Department Radio Advisory Committee.

The meeting opened on Friday morning with an address by Francis Colt de Wolf, Chief of the State Department's Tele Communications Division. Mr. de Wolf, in his opening remarks, stressed the importance of joint cooperation between the State Department and industry in order that the Department might be ready at the earliest possible date to submit the proposals of the United States Government at the next International Tele Communications Convention which will be held soon after the cessation of hostilities. It is also anticipated that there will be a regional conference of Western Hemisphere Nations held in Brazil during the Spring of 1945.

Following the address of Mr. de Wolf, the gavel was turned over to Dr. J. H. Dellinger, Chief of the Radio Section, Bureau of Standards and the Chairman of the State Department Special Committee on Communications. Dr. Dellinger in his opening remarks, stated the IRAC proposals were not to be considered as final but merely as a document intended to serve as a basis for discussion in order to expedite preparation for the International Conventions. Comments were then invited from representatives of industry who were present.

William B. Lodge, Acting Engineering Director of CBS was the first industry representative to speak. Mr. Lodge expressed himself as being generally in favor of the IRAC allocation, but pointed out that the proposed allocation for FM broadcasting between 42 and 54 megacycles might be too low in the frequency spectrum as considerable skywave interference has developed in that portion of the spectrum during recent months. He also stated that CBS did not favor the abandonment of international broadcasting unless the abolition of this service is based on world-wide international agreements. He called attention to the omission of suitable relay-pickup frequencies for oral broadcasters and suggested at least three or four channels be provided for this service in the region between 1.6 and 1.8 megacycles.

(Continued on page 278)

FCC SCHEDULES HEARINGS ON POST-WAR FREQUENCIES

Following is a news release of the Federal Communications Commission dated Wednesday, August 16, based on an order which is also reproduced in full:

The Federal Communications Commission today announced that it will start holding public hearings on September 28 to obtain information and views which will assist it in planning its post-war frequency allocation policies. All interested persons both in industry and Government are invited to testify.

A complete review of present allocations of bands of frequencies is necessary as a result of the important advances in radio made during the war and the greatly increased demands for the use of radio, the order for the hearing points out.

The information obtained at the hearings will be considered by the Commission in determining the frequency requirements of United States nongovernmental radio services; in making recommendations to the State Department for international radio agreements, to the Interdepartmental Radio Advisory Committee concerning allocations to Government radio services and to Congress.

In the near future the Commission will issue a Public Notice outlining in detail the procedures which it will follow in conducting the hearings.

FEDERAL COMMUNICATIONS COMMISSION
Washington, D. C.
Docket No. 6651

In the Matter of:

Allocations of Frequencies to the various classes of non-governmental services in the radio spectrum from 10 kilocycles to 30,000,000 kilocycles.

ORDER

WHEREAS, the Commission is authorized and required by Section 303(c) of the Communications Act of 1934, as amended, to "assign bands of frequencies to the various classes of stations"; and

WHEREAS, the Commission is further authorized and required by Sections 4 and 303 of the Communications Act of 1934, as amended, to "classify radio stations" and "prescribe the nature of the service to be rendered by each class of licensed stations"; "assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate"; "determine the location of classes of stations or individual stations"; "regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station"; "make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations"; "study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest"; "establish areas or zones to be served by any station"; "make such rules and regulations and prescribe such restrictions and conditions * * * as may be necessary to carry out the provisions of" the Com-

(Continued on page 278)

NAB Reports
NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

WAR CONFERENCE INFORMATION AND AGENDA

Within the next two or three days all members will receive a Special NAB Executives War Conference Bulletin containing the details of the Conference. Acceptances from luncheon speakers and those who will appear on the various business session rostrums are practically complete. This special bulletin is being prepared in Chicago and will be mailed from there. Watch for it.

DEPARTMENT OF STATE SEEKS INDUSTRY OPINION ON POST-WAR ALLOCATIONS

(Continued from page 277)

Walter S. Lemmon, President of the World-Wide Broadcasting Foundation, the next speaker, delivered a strong plea for the continuance of international broadcasting. He was followed by E. K. Cohan, Engineering Director of World-Wide who called the proposal to abandon international broadcasting a direct challenge to "international freedom of the press and free speech." Mr. Cohan also stated it was hard to follow the logic of a committee that had determined no frequencies were available for international broadcasting purposes while, at the same time making generous provisions for amateur radio.

Captain Donald S. Leonard, representing the International Association of Police Chiefs, who is also a member of the Radio Technical Planning Board, presented a strong plea for additional police frequencies and stressed the importance of police radio communications services.

Admiral C. E. Hooper, USN (Ret.), pointed out the advisability of moving many local communications services into the micro-wave region, thus providing additional space in the portion of the spectrum suited to international communications. Major General J. O. Mauborgne (Ret.), former Chief Signal Officer, outlined his experience in past International Conferences and stressed the great need for speedy agreement among all interested parties in this country in order that our delegation to the next International Conference may be fully prepared. Major E. H. Armstrong, well-known for his pioneer development of FM and other radio inventions, suggested future television broadcasting be moved to the higher frequencies. He pointed out the failure of the IRAC allocation to provide frequencies for inter-station program channels, which are essential if FM nation-wide networks are to be created.

After a recess for luncheon those attending divided into three working committees. All industry representatives were invited to volunteer their services on the committee or committees of their choice. Mr. Harvey B. Otterman, Assistant Chief of Tele Communications Division, Department of State, is Chairman of Committee 1. This Committee will analyze the proposed revisions of the International Conventions. Committee 2, headed by Dr. J. H. Dellinger, will be known as the Technical Committee. This group will deal with allocation proposals. Committee 3 is headed by Captain E. B. Webbster, Chief of Coast Guard Communications. This Committee will handle proposals for the revision of the International Conventions on matters concerning operating procedures.

During the afternoon session of Committee 2, former FCC Commissioner, Commander T. A. M. Craven, who also served as Chairman of IRAC until recently, explained and discussed the IRAC proposals. Commander Craven, in his opening remarks, stressed that he was speaking as an individual and that his opinions were his own and should not be interpreted as an indication of the official views of either the Federal Communications Commission or IRAC. Commander Craven's talk was extremely helpful to those attending the meeting as he clarified many points upon which some confusion had existed in the minds of many present.

Elsewhere in NAB Reports will be found a press release of the Federal Communications Commission and a copy of the order on Docket No. 6651 calling for public hearings on the allocation of frequencies to begin in Washington on September 28, 1944. At the present time, we have one proposal (IRAC) on post-war allocations already submitted to Government and Industry and three other proposals, namely, those of the Department of State, the Federal Communications Commission, and the Radio Technical Planning Board in process of formation. Thus, eventually four separate allocation plans will be formulated. It is hoped that all four plans will bear at least some similarity to each other and this will probably be so as many Government and Industry representatives are serving on several of the allocation groups. However, if confusion is to be avoided, the utmost coordination must be affected between the several groups now working on allocations.

It is regrettable that it has become necessary to place an early deadline (December 1, 1944) on post war allocations as many of the war-time technical developments which may have an important bearing on future allocations will not be available to many of those working on the allocation proposals unless the war ends at an early date or the military finds it possible to release classified technical data to those working on allocation problems.

Howard S. Frazier, NAB Director of Engineering, attended the meetings in the dual capacity of NAB representative and Chairman of Panel 4 on Standard Broadcasting of RTPB.

FCC SCHEDULES HEARINGS ON POST-WAR FREQUENCIES

(Continued from page 277)

munications Act, "or any international radio or wire communications treaty or convention"; and, "for the purpose of obtaining maximum effectiveness from the use of radio * * * in connection with safety of life and property, * * * investigate and study all phases of the problem and the best methods of obtaining the cooperation and coordination of these systems"; and

Whereas, the Commission, the other interested Government departments, and the radio industry all recognize that a complete review of present allocations of bands of frequencies in the radio spectrum is necessary as a result of the important advances in the radio art which have been made during the war and the greatly increased demands for the use of radio; and

Whereas, it is essential in the interest of orderly plan-

DAUGHTER OF NAB AUDITOR JOINS WOMEN'S ARMY CORPS

Bonnie June Hathaway, daughter of Mrs. M. O. Hathaway, NAB Auditor, enlisted in the WAC on Wednesday (August 16). With the enlistment of her daughter in the WAC, all three of Mrs. Hathaway's children are now in the armed services, one son being in the army while the other is in the Navy.

ning that frequency allocations be determined before the manpower, materials and manufacturing facilities now devoted to war production become available for the production of civilian equipment; and

WHEREAS, the Commission, the Interdepartmental Radio Advisory Committee, and the radio industry, represented chiefly by the Radio Technical Planning Board, have for some time been conducting studies looking toward the reallocation of frequencies to the various services operating in the radio spectrum; and

WHEREAS, the Department of State has recently held conferences with interested agencies and parties and has announced that it desires that recommendations with respect to international agreements for the allocation of radio frequencies be available by December 1, 1944; and

WHEREAS, it is essential that the frequency requirements of the United States be determined before appropriate recommendations can be made looking toward international agreements; and

WHEREAS, the Commission is of the opinion that the most effective manner of discharging its responsibility for securing the data necessary to determine the frequency requirements of the United States non-governmental radio services is to hold formal hearings at which all interested persons may present their views;

NOW, THEREFORE, IT IS ORDERED this 15th day of August, 1944, that a hearing be held before the Commission *en banc* commencing at 10:30 a.m. on September 28, 1944, at the offices of the Commission in Washington, D. C., for the purpose of:

(1) Determining the present and future needs of the various classes of non-governmental services for frequencies in the radio spectrum from 10 kilocycles to 30,000,000 kilocycles with the view of ultimately assigning bands of frequencies to such services;

(2) Securing for the public and the Commission a clear understanding of the conflicting problems which confront the industry and the regulatory body in the application of frequencies to the service of the public;

(3) Encouraging experimentation along such lines as may be justified from the evidence presented at the hearing;

(4) Considering the allocation of frequencies to be proposed by the Radio Technical Planning Board;

(5) Considering the proposed allocation of the Interdepartmental Radio Advisory Committee dated June 15, 1944, insofar as it pertains to allocations to non-governmental services; and to obtain full information as to what recommendations the Commission should make to the Interdepartmental Radio Advisory Committee with respect to possible conflicts between the requirements of the non-governmental radio services and the proposed Interdepartmental Radio Advisory Committee allocations to the Government radio services;

(6) Assisting the Government in its preparation for future International Conferences;

(7) Determining what recommendations, if any, the Commission should make to the Congress for the enactment of additional legislation on the matters covered by this order.

IT IS FURTHER ORDERED, that persons or organizations desiring to appear and testify shall notify the Commission of such intention on or before September 11, 1944, stating the names of all witnesses who will appear, the topic each will discuss and the time expected to be required for the testimony. Persons who intend to testify at the hearing should prepare exhibits which show the requirements for frequency bands and positions in the frequency spectrum for the service to which their testimony is directed and five copies of each exhibit should be furnished the Commission on or before September 20, 1944.

FEDERAL COMMUNICATIONS COMMISSION,
T. J. SLOWIE,
Secretary.

NAB RELEASES RADIO CONTRIBUTION FIGURES FOR FIFTH WAR LOAN

Following is a copy of the report mailed to all station managers the week of August 7 giving a breakdown of the contribution of radio and its advertisers to the Fifth War Loan drive.

This report was the basis of news releases which went to press and wire services and all trade publications, including excerpts from the letter addressed to Harold Ryan by Secretary of the Treasurer, Henry Morgenthau, Jr. (NAB REPORTS of August 11.)

5th War Loan Promotion Report to Stations

In accordance with promise made you when soliciting your cooperation regarding early reporting of 5th War Loan promotion in June (green sheet) and July (yellow), the following information is supplied:

Total contribution to 5th War Loan by industry and its advertisers	$11,000,000
Individual station originations	5,100,000
OWI allocations to national and regional networks, network and national spot advertisers and also network originations over and above OWI allocations	5,910,000

Details of Local Origination

From the green and yellow reports which you supplied, NAB Research Department was able to determine accurately that station originations of the $5,100,000, minimum, were divided as follows:

Treasury Song for Today		5-Min ET	33,422
Treasury Salute		15-Min ET	21,893
"Four for the Fifth"		30-Min ET	3.161
Treasury Star Parade		15-Min ET	179
Announcements		Live or ET	206,094
Station Breaks	44,982	40-Min	11
Spots	68,282	45-Min	168
2-Min	767	50-Min	21
3-Min	284	55-Min	11
4-Min	126	1 hr.	252
5-Min	4-473	1½ hrs.	284
7-Min	21	1¾ hrs.	13
9-Min	11	2 hrs.	32
10-Min	987	2½ hrs.	11
15-Min	3,392	3 hrs.	10
25-Min	147	3½ hrs.	12
30-Min	1,344	4 hrs.	32
35-Min	53	7 hrs.	11

This information is being supplied the Treasury and radio and press news services. You are at liberty to use it as desired.

Many thanks for your help. Without your speedy response 4 to 5 weeks more would have been required to make the determinations herein.

Hope you'll repeat with the 6th this fall.

NAB ENGINEERING COMMITTEE TO CONSIDER ALLOCATIONS

There will be a meeting of the NAB Engineering Committee held in connection with the NAB Executives War Conference held in Chicago on Monday, August 28th at 10 a.m. This Committee comprises the members of the Executive Engineering Committee and one District Engineering Chairman from each of the 17 NAB Districts. Allocations will probably be the principal topic of discussion at the Committee meeting. This may be the only opportunity for the NAB Engineering Department to secure industry views on broadcast allocations prior to the September 28, FCC Hearing.

All engineers registered at the War Conference are invited to attend this engineering meeting.

FCC REJECTS LIBERALIZATION, TIGHTENS ET RULE

In order to avoid the circumvention of its rules requiring identification of recorded broadcast programs, the Federal Communications Commission on August 15 unanimously adopted an amendment to its rules, which takes the form of an added rule, 3.407F as follows:

"A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent."

At the same time, the Commission adopted a resolution rejecting the proposal recently under consideration to liberalize the record announcement rules. Chairman James Lawrence Fly and Commissioner E. K. Jett dissented from its resolution.

SENATOR PEPPER ADVOCATES BROADCAST OF CONGRESSIONAL PROCEEDINGS

On Tuesday, 15, Senator Claude Pepper, Democrat, of Florida, made the following remarks on the floor of the Senate, after which he introduced a resolution appearing here at the close of his statement:

"Mr. President, I think the whole country was very much influenced and delighted by being able to hear over the radio the proceedings of the two great national conventions. I have been immensely impressed by the number of people who, after our convention was held, have made reference in talking to me to some detail of the convention which they had heard over the radio. I think the millions of people of the country remained close to their radios to hear the proceedings of both conventions because they knew that there the policies of their Government were being determined. Because the people are interested in the democratic processes, and because the radio brought the conventions almost into the homes and the public places of the country, the proceedings of the conventions had a profound influence upon the thinking of our people.

"Mr. President, it has seemed to me for some time a project worthy of consideration as to whether the proceedings of the Congress might be broadcast to the people of the country. Surely the people of this country are sovereign. Surely all of us regard ourselves as their spokesmen. We are all trying to serve their objectives and their great purposes. If they could by the marvel of the radio be brought, as it were, as the visitors in the galleries are privileged to be, to be witnesses of the deliberations of their Representatives and Senators in Congress, I believe it would be in furtherance of the democratic process.

"So, Mr. President, I introduce and ask to have appropriately referred a joint resolution authorizing the broadcasting of the proceedings of the Senate and the House of Representatives. I bespeak for the joint resolution the consideration of my colleagues in the Senate. It is not contended that the joint resolution is perfect in form. It does not contemplate the setting up of any Government-owned facilities. It does direct the Architect of the Capitol to aid the broadcasting companies in the broadcasting of the proceedings of the Senate and the House of Representatives."

The Pepper Resolution (S. J. Res. 145) which was referred to Senate Committee on Rules was as follows:

"Authorizing the broadcasting of the proceedings of the Senate and the House of Representatives.

"WHEREAS during the coming months and years most of the major social, economic, and political issues of the United States and of the world will be debated by the Congress of the United States; and

"WHEREAS the interests of every citizen are vitally affected by these proceedings and their outcome; and

"WHEREAS there has been mounting public interest throughout the country in the proceedings of the Senate and the House of Representatives; and

"WHEREAS the proceedings of the Senate and the House of Representatives are of necessity presented only in brief extracts or summaries by newspapers and news broadcasters, with the result that issues and the stands taken by Senators and Representatives are frequently misunderstood; and

"WHEREAS radio broadcasting makes it possible to bring the proceedings of the Senate and the House of Representatives directly to the people of the United States: Therefore be it

"RESOLVED by the Senate and House of Representatives of the United States of America in Congress assembled,

"That radio broadcasting stations and radio broadcasting networks are hereby authorized to broadcast any proceedings on the floor of the Senate or of the House of Representatives:

"PROVIDED, however, that no station or network shall be required to broadcast any proceeding, nor shall any proceedings of either House be broadcast when such House otherwise orders; and

"That the Architect of the Capitol is authorized and directed to make such arrangements as may be necessary to make available the proceedings of the Senate and the House of Representatives for broadcasting by stations and networks; and

"That the Architect of the Capitol is further authorized and directed to make available at cost copies of such me- equipment as may be necessary to make a complete and continuous mechanical recording of the proceedings; and

"That the Architect of the Capitol is further authorized and directed to make available at cost copies of such mechanical recordings to broadcasting stations and networks desiring to broadcast them."

NAB URGES STATIONS TO STEP UP ARMY NURSE RECRUITING EFFORTS

(As released by NAB News Bureau)

Because of the Army's immediate need for large additional numbers of Army Nurses, all stations are being urged by NAB to step up Army Nurse Corps recruiting efforts.

The appeal was made in a letter by Arthur Stringer, secretary, NAB War Committee, being distributed this week by the Army's Recruiting Publicity Bureau, Governors Island, New York.

Backbone of the campaign is to be the "Voice of the Army", 15-minute transcribed program, now broadcast by approximately 800 stations every week.

The letter to station executives reads, in part:

"Our soldiers are being wounded 7 days a week, 24 hours a day! Fighting intensifies—casualty lists lengthen—need for Army Nurses goes up, away up!

"Today the Army NEEDS ARMY NURSES so urgently that as broadcasters and as individuals we can perform no greater service to this Nation at war than to redouble all efforts to recruit them.

"Definite Ways to Help

"1. Continue to broadcast 'Voice of the Army', Army's weekly 15-minute ET. Beginning with program No. 213, not yet titled, the 'Voice of the Army' will concentrate on recruiting Army Nurses.

"2. Improve the broadcast time of 'Voice of the Army' if possible. Program should reach as large a women's audience as can possibly be arranged.

"3. If you have personnel available, why not, additionally, engage in some extra promotion in behalf of Army Nurses, the same as you did in the 5th War Loan?"

CODE, TECHNICAL AND PROGRAM DEPARTMENTS DISCUSSED IN BULLETIN

Edgar Bill, President, WMBD, former Chairman of the NAB Code Compliance Committee and currently Chairman of the Public Relations Committee, discusses the NAB Code in the Special Program Manager's Bulletin No. 2 accompanying this issue of the REPORTS.

These bulletins are being presented by the Program Managers' Executive Committe and are suitable for a separate binder which may be used as a Program Manager's Handbook.

Bob DeHaven, Program Director of WTCN, Minneapolis, writes interestingly on the topic, "A Program Manager Looks at the Technical Department," and Reed Snyder, Technical Supervisor of Studio Operations at WHO, Des Moines, scores for the operators in his well prepared piece, "The Technical Department Has a Look at the Program Department."

Attention of all Program Managers should be called to these bulletins, the first of which appeared with REPORTS of July 14. They can be detached and set up in a separate binder in the Program Department. More will follow at approximately monthly intervals.

MAIL RED CROSS PROMOTION PIECE

"140 Say Yes" is title of four-page brochure mailed by NAB to all stations on Wednesday (16) on behalf of "Food for All", American Red Cross transcribed series of nine 15-minute programs.

One hundred forty stations which had broadcast series, were currently broadcasting it, or had made firm commitments to do so, up to July 27, are listed on the pack page.

As set up, the promotion attracts the support of the local food industry. Two-color easel counter cards, imprinted with call letters and time of broadcasts, are distributed without charge throughout station's listening area. Over 50,000 have already been placed to date.

SUGGESTIONS FOR CO-OPERATION WITH WPB CONSERVATION PROGRAM

On Wednesday (August 16), Lewis H. Avery, NAB Director of Broadcast Advertising, addressed a letter to all radio stations urging their cooperation with the WPB Conservation Program for Textiles and Furniture. Here is the text of the letter:

In July, 1943, Chairman Donald Nelson announced the War Production Board's Declaration of Policy concerning the retail promotion of textiles and textile products. Furniture was later included under the terms of the Policy.

Because present indications are that these products will remain in relatively short supply during 1944, it is imperative to the war program and the needs of consumers that this voluntary program be adhered to by all retailers.

To keep your employees informed and give assistance to your clients, you may wish to follow a procedure that other organizations have found desirable. For instance:

1. Conduct a staff meeting of your employees to familiarize them with the purpose and terms of the Declaration of Policy.
2. Designate a responsible member of the executive staff to give final approval to announcements which advertise textiles, textile products and furniture, before going on the air.
3. Cooperate with your local retailers and retail associations in the furtherance of the program.

Complete details of the Declaration of Policy, including references to help you set the program in motion, have been mailed to you from the War Production Board. We urge your wholehearted cooperation.

ARTHUR STRINGER RECEIVES SIGNAL CORPS CERTIFICATE OF APPRECIATION

Presentation to be at NAB War Conference

Following the Signal Corps' award to the National Association of Broadcasters of a Certificate of Appreciation for the radio industry's loyal and patriotic service, Arthur Stringer, Secretary of the NAB War Committee, was honored individually in a second Certificate citing his personal service in the war emergency.

This development highlights the manner in which NAB staff members act in liaison with government war agencies on behalf of the members of the Association.

A brief ceremony is being planned for the NAB Executives War Conference in Chicago this month in which Colonel Leland H. Stanford, the Chief Signal Officer of the Sixth Service Command, will make the presentation to Stringer.

Language of Major General H. C. Ingles, Chief Signal Officer, in a personal communication received by Stringer, is as follows:

"It gives me genuine pleasure to inform you that a CERTIFICATE OF APPRECIATION has been awarded to you for your excellent cooperation and patriotic service to our country in the present world-wide conflict.

"The leadership which you displayed in cooperating with the Signal Corps in the development of the Signal Corps Enlisted Corps Pre-Service Training Program was of material aid in the fulfilment of the Signal Corps' responsibility of providing the Army with the world's finest military communications."

IOWA CHURCHES INSTALL LOUD SPEAKERS TO HEAR NEW BISHOP OVER WHO

Bishop Charles W. Brashares, newly elected and appointed head of the Des Moines area of the Methodist Church, including the entire state of Iowa, made his first public appearance in his new incumbency at Epworth Methodist Church in Des Moines, where he preached the Sunday morning sermon on August 6 during a service broadcast by WHO.

Methodist Churches throughout Iowa installed radio receivers, tuned to WHO, to listen to the bishop's first sermon in Iowa. 16 district superintendents of the church estimated there were more than 10,000 worshippers in the "congregation," according to Rev. R. T. White, minister of the church in which the bishop appeared.

The broadcast was one of a series of public service broadcasts by WHO, which allocates 11:00 a.m. to 12:00 noon every Sunday in the year to churches of various denominations.

PHILIP F. SILING RESIGNS FROM FCC TO JOIN RCA

The FCC has announced that it has accepted the resignation of Philip F. Siling, Assistant Chief Engineer in Charge of Broadcasting, in order to permit him to become associated with the Radio Corporation of America as Engineer in Charge of its Central Frequency Bureau. Effective immediately, Mr. John A. Willoughby, who has been Assistant Chief of the Broadcast Division of the Engineering Department of the Commission, will serve as Acting Chief of that Division.

In making public the impending separation, the Commission expressed its appreciation of Mr. Siling's services during the past nine years and stated that his loyalty, hard work, efficiency and ability to get things done would be sorely missed.

Mr. Siling was born in East Orange, N. J., August 14, 1897. He was graduated cum laude from Yale in 1917 with a Ph.B. in Electrical Engineering and is a member of Sigma Xi. Mr. Siling was with the A. T. & T. Co., Department of Operation and Engineering from 1917 to 1929, when he was appointed Outside Plan Engineer of the I. T. & T. Corp. He was appointed Superintendent of Materials and Supplies for I. T. & T. Corp. of South America in 1931 with headquarters in Buenos Aires. In 1933 he was appointed Assistant Deputy Administrator of the National Recovery Administration in charge of codes of the Electrical Manufacturing Industry. In 1935 he transferred to the Federal Communications Commission as Senior Telephone Engineer and in 1941 was promoted to Chief of the International Division of the Engineering Department. In February of 1944 he was made Assistant Chief Engineer in charge of the Broadcast Division of that Department. In addition to his Commission assignments, Mr. Siling has served as Secretary of the Interdepartment Radio Advisory Committee and as Chairman of its Technical Subcommittee.

FCC MAKES "GOOD NEIGHBOR" FELLOWSHIP AWARDS

Fellowship awards for eleven months' study in the United States under the guidance of the Federal Communications Commission in the operating and regulating fields of radio communications were made August 15 by the Commission to Ezequiel Martins da Silva of Brazil and to Daniel Sage Mora of Chile. These are the first awards made in the Commission project, under the Interdepartmental Committee on Cooperation with the American Republics. A $10,000 fund was authorized for four fellowships to engineers in Brazil, Cuba, Mexico and Chile.

A resident of Rio de Janeiro, Mr. Martins is Chief of the Radio Escuta of Brazil, which is that country's equivalent of the FCC's Radio Intelligence Division. The Escuta was responsible for patrolling the etherways for clandestine and other unauthorized radio transmissions and of tracking down interference to authorized radio operations in Brazil. Mr. Martins has represented his Department in England and was one of several Latin-American engineers trained by the Commission in radio-direction finding and monitoring techniques at the FCC's Laurel, Md., field station in 1942.

Thirty-seven years old, Mr. Martins has been employed in the Brazilian Department of Posts and Telegraphs for the past 20 years.

Mr. Sage, a resident of Santiago, has charge of radio broadcasts and amateurs in the Department of Radiocommunications in Chile. He is 40 years old and has been a radio technician for 12 years. He lived in New York from 1926 to 1931 and also attended the FCC's training school at Laurel, Md., in 1942. He attended Industrial Engineering School for seven years, has the degree of Electrical Technician, and is now working toward the degree of Electrical Engineer.

COAST GUARD THANKS RADIO FOR COMMEMORATIVE PROGRAMS

The following letter was received from Captain Ellis Reed-Hill, Chief, Public Relations Division of the United States Coast Guard, addressed to the National Association of Broadcasters:

"The celebration of the 154th Anniversary of the founding of the Coast Guard which was observed the week of 30 July-6 August was one of the most successful held in the history of the Service.

"Commemorative programs, salutes and special messages of all sorts were received by the Coast Guard during the week.

"We have felt that of outstanding importance during the week was the informative treatment and effective fashion in which radio contributed to the anniversary week. We feel here at the Coast Guard that radio proved outstanding in its service.

"Will you convey to the membership of the National Association of Broadcasters the thanks of the officers and men of the Coast Guard for their constructive assistance and cooperation."

JOSEPH SAMPIETRO, MUSICAL DIRECTOR OF KOIN

Radio lost one of its veteran musicians in the sudden passing Wednesday, August 9, of Joseph Sampietro, musical director of KOIN, Portland, Ore. Death was attributed to a heart attack which he suffered at the studios the day before.

Regular conductor of the KOIN orchestra, he was in charge of the station's music department since 1930. It was his one and only post in radio. He formerly conducted orchestras for principal theaters in Portland and Seattle.

His death removes from the Northwest one of its foremost leaders in the realm of fine music. He was conductor for the Portland Civic summer concerts. Out of respect to his memory, the concerts for the remaining period of the 1944 season were suspended by Mayor Earl Riley, who said:

"Mr. Sampietro's death is a serious loss to the city, because he gave freely of his time and energy in public service and of his talents to many civic affairs."

Federal Communications Commission Docket

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, August 21. It is subject to change.

Thursday, August 24

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Renewal of License (Main & Aux.). **950 kc.**, 1KW (Main), 500 watt (Aux.), Daytime (Main). Aux. purposes only (Aux.).

Federal Communications Commission Action

APPLICATIONS GRANTED

The Elm City Broadcasting Corp., New Haven, Conn.—Granted construction permit (B1-P-3655) for a new station to operate on **1340 kc.**, 250 watts, unlimited time, subject to approval of transmitter site and antenna system by CAA, and in accordance with Commission's procedure under January 26, 1944, policy.

WFOR—Forrest Broadcasting Co., Inc. (Assignor), C. J. Wright, B. M. Wright, and C. J. Wright, Jr., d/b as Forrest Broadcasting Co. (Assignor), Hattiesburg, Miss.—Granted consent to assign the license of station WFOR from Forrest Broadcasting Co., to C. J. Wright, B. M. Wright, and C. J. Wright, Jr., a partnership, d/b as Forrest Broadcasting Co. There is no monetary consideration involved, the purpose is to change licensee from that of a corporation to a partnership. (B3-AL-425)

WGTC—J. J. White, trading as Greenville Broadcasting Co., near Greenville, N. C.—Granted renewal of license for the period ending December 1, 1945.

KIUL—Frank D. Conard, tr/as Radio Station KIUL, Garden City, Kans.—Granted construction permit to increase power from 100 to 250 watts and make changes in transmitting equipment, subject to condition that permittee will install antenna that complies with regulations when materials become available, and subject to Commission's Supplemental Statement of Policy of Jan. 26, 1944.

The University of Southern Calif., Los Angeles, Cal.—Granted construction permit for new station to operate on frequency **42900 kc.,** 1 KW power, special emission for FM, subject to approval of proposed site by the CAA, and compliance with marking specifications, and subject to procedure announced in Memo Opinion of April 27, 1942.

Air-Waves, Inc., Baton Rouge, La., and Louisiana Communications, Inc., Baton Rouge, La.—Granted petitions in part to permit reinstatement of applications for construction permits for new stations at Baton Rouge, and ordered that said applications be designated for further consolidated hearing. Both applicants request frequency **1400 kc.,** with 250 watts power, unlimited time.

WCLE—United Broadcasting Co., Cleveland, Ohio—Granted 30-days additional time in which to satisfy conditional grant of May 16, 1944, authorizing change of frequency, increase in power and hours of operation, and move of station from Cleveland to Akron, Ohio.

KFXD—Frank E. Hurt, Nampa, Idaho; Queen City Broadcasting Co., Inc., Boise, Idaho; Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Idaho Broadcasting Co., Boise, Idaho—Designated for consolidated hearing the application of KFXD for construction permit (B5-P-3668) to change frequency from **1230** to **580 kc.,** power from 250 watts to 1 KW, install new transmitter and DA, move transmitter site to a point near Meridian, Idaho, and establish main studio at Boise, with application of Queen City Broadcasting Co., Inc. (B5-P-3613), for new station to operate on **600 kc.,** 1 KW, DA-N, unlimited time, and application of Idaho Broadcasting Co. (B5-P-3631) for new station to use **1340 kc.,** 250 watts, unlimited time.

PROPOSED REPORT

Commission announced adoption of an Order making final its Proposed Report (P-32) issued July 15, denying the applications of Parker Brothers & Co., Inc., Houston, Texas, and W. D. Haden Company, Galveston, Texas, for renewal of ship-station licenses WDUG and WOAF. (Docket Nos. 6487 and 6489)

At the same time, the Commission extended on a temporary basis the existing authorizations covering the operation of such stations for a period of 60 days from August 15, pending Commission consideration of such applications as the applicants may file for construction permits for provisional stations.

MISCELLANEOUS

WGBG—Greensboro Broadcasting Co., Inc., Greensboro, N. C.—Granted petition for leave to dismiss without prejudice application for construction permit to operate on **850 kc.,** 250 watts night, 1 KW day, from LS to SS-Denver. (Docket 6595)

WRUF—University of Florida, Gainesville, Fla.—Dismissed petition for leave to intervene in Docket 6595 above.

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Granted in part motion for postponement of hearing in Docket 5994; hearing continued for 30 days.

KFAB—The Sidles Company (Transferor). The Sidles Co., Star Printing Co., State Journal Printing Co. and Columbia Broadcasting System, Inc. (transferees); WBT—Columbia Broadcasting System, Inc. (Assignor); KFAB Broadcasting Co. (assignee)—Granted joint motion to dismiss without prejudice applications for voluntary relinquishment of control of KFAB Broadcasting Co., licensee of Station KFAB, Lincoln, Nebraska (Docket 6622), and for voluntary assignment of license of Station WBT, Charlotte, N. C. (Docket 6623)

Blue Network Company, Inc., New York, N. Y.—Granted request as to withdrawal of application for authority to transmit programs through Station KFJZ, Fort Worth, Texas, and the Texas State Network to Station XELO, Cuidad Juarez, Mexico, and dismissed said application without prejudice. (Docket 6603)

R. O. Hardin and J. C. Buchanan, d/b as Nashville Broadcasting Co., Nashville, Tenn.; Nashville Radio Corporation, Nashville, Tenn.; Minor E. Bragg and Robert C. Lipscomb, d/b as Murfreesboro Broadcasting Co., Murfreesboro, Tenn.; E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, d/b as Tennessee Broadcasters, Nashville, Tenn.; J. W. Birdwell, Nashville, Tenn.—Granted petitions of Nashville Broadcasting Company and Nashville Radio Corporation for reinstatement of their applications for construction permits for new stations at Nashville; granted petition of Murfreesboro Broadcasting Co. for reinstatement of its application for construction permit for new station at Murfreesboro; and designated said applications for consolidated hearing together with applications of Tennessee Broadcasters and J. W. Birdwell for construction permits for new stations at Nashville. (B3-P-3190; Docket 6191) (B3-P-3034; Docket 6108) (B3-P-3426; Docket 6270) (B3-P-3621) (B3-P-3651)

WJLS—Joe L. Smith, Jr., Beckley, W. Va.—Scheduled for oral argument on August 30, 1944, in re application for construction permit to make changes in equipment of WJLS for operation on **560 kc.,** with 100 watts power night, 250 watts day, unlimited time. (Proposed Findings No. B-199; Docket No. 5972)

WGST—Ga. School of Technology, Atlanta, Ga.—Granted license to cover construction permit which authorized changes in transmitting equipment and increase in maximum rated carrier power output of auxiliary transmitter. (B3-L-1811)

WKAG—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45. (B-MP-1755).

W9XEK—Courier-Journal and Louisville Times Co., Nr. Eastwood, Ky.—Granted license to cover construction permit for new developmental broadcast station on an experimental basis only; **45500 kc.,** or other frequencies at the direction of the Commission. 1 KW. (B2-LEX-17)

KUDT—A. H. Belo Corp., Portable-Area of Dallas, Tex.—Granted license to cover construction permit for new relay broadcast station frequencies; **156750, 158400, 159300,** and **161100 kc.;** 100 watts. (B3-LRE-436)

WKAQ—Radio Corp. of Puerto Rico, San Juan, P. R.—Granted modification of construction permit for extension of completion date to 1-26-45. (B-MP-1756)

KGHF—Curtis P. Ritchie, Pueblo, Colo.—Granted license to cover construction permit which authorized increase in power from 500 watts day and night to 1 KW day, 500 watts night, and changes in transmitting equipment (B1-L-1817); also granted authority to determine operating power by direct measurement of antenna power. (B5-Z-1610)

WHLN—Blanfox Radio Co., Harlan, Ky.—Granted license to cover construction permit authorizing change in frequency from **1450** to **1230 kc.,** and changes in antenna and ground system (B2-L-1818); also granted authority to determine operating power by direct measurement of antenna power. (B2-Z-1611)

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Granted modification of construction permit (B3-P-3062) for extension of completion date to 10-10-44.

Placed in the pending files the following applications for construction permits for new high frequency (FM) broadcast stations, in accordance with Commission policy adopted February 23, 1943:

The Crosley Corp., Columbus, Ohio; West Va. Radio Corp., Morgantown, W. Va.; The Wooster Republican Printing Co., Wooster, Ohio; Nevada Broadcasting Co., Las Vegas, Nev.; Fetzer Broadcasting Co., Grand Rapids, Mich.; Doughty & Welch Electric Co. Inc., Fall River, Mass.

Placed in the pending files in accordance with Commission policy adopted February 23, 1943, the following applications for commercial television broadcast stations:

Warner Bros. Broadcasting Corp., Hollywood, Cal.; United Detroit Theatres Corp., Detroit, Mich.; WFSM, Inc., Indianapolis, Ind.

KORE—Frank L. Hill and Violet G. Hill, d/b as Eugene Broadcast Station, Eugene, Ore.—Granted request for waiver of Section 1.364 of the regulations requiring filing of application for involuntary assignment of license within 30 days of the death of assignor; granted additional 30 days within which to file such application.

Birney Imes, Jr., Meridian, Miss.—On the Commission's own motion, continued hearing in Docket 6596 scheduled for August 10, until September 8, 1944. (Application is for construction permit for new station.)

Birney Imes, Jr., Meridian, Miss.—Granted petition for leave to amend his application for construction permit so as to change answers as to type of equipment proposed. (Docket 6596)

KRNR—News-Review Company, Roseburg, Ore.—Granted construction permit to move transmitter and main studio from corner Oak and Jackson Streets, to 136 North Jackson Street, Roseburg, Ore. (B5-P-3657).

W2XWG—National Broadcasting Co., Inc., New York City.—Granted license to change temporary Class 2, experimental high frequency broadcast station from experimental to commercial FM operation.

First Baptist Church, Pontiac, Mich.—Granted extension of authority to transmit programs from First Baptist Church at Pontiac to Radio Station CKLW, Windsor, Ontario, Canada.

Mutual Broadcasting System, Inc., Chicago, Ill.—Granted extension of authority to transmit programs to Station CKLW, stations owned and operated by the Canadian Broadcasting Corp., and stations licensed by the Canadian Minister of Transport through the facilities of the AT&T.

WJAX—City of Jacksonville, Jacksonville, Fla.—Granted renewal of license for the period ending May 1, 1947.

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Granted motion to dismiss without prejudice application for construction permit to change frequency from **1490** to **1240 kc.**

KCRJ—Central Arizona Broadcasting Co., Jerome, Ariz.—Granted authority to cancel outstanding license, delete call signal KCRJ, and close records of this station. Denied request to reserve this call signal.

KNET—Palestine Broadcasting Corp., Palestine, Texas—Granted modification of license to change hours of operation from daytime only to unlimited (B3-ML-1196).

WRNL—John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan (Transferors); Richmond Newspapers, Inc. (Transferee); Richmond Radio Corp. (Licensee), Richmond, Va.—Granted consent to transfer control of Richmond Radio Corp., licensee of station WRNL, and relay stations WEOH and WAHM, from John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers, Inc., representing 500 shares, or 100% of all authorized, issued and outstanding common voting stock. The consideration for these shares is cancellation of notes of the transferors aggregating $25,000 due to and held by transferee (B2-TC-381).

WMRN—Howard F. Guthrey and Florence Guthery (Transferors), Robert T. Mason (Transferee), The Marion Broadcasting Co. (Licensee), Marion, Ohio—Granted consent to transfer of control of The Marion Broadcasting Co., licensee of Station WMRN from Howard F. Guthrey and Florence Guthery (Transferors) to Robert T. Mason (Transferee), involving sale of 101 shares, or 50.5% of the issued and outstanding capital stock of licensee for a consideration of $13,837 (B2-TC-398).

WDEF—Joe W. Engel (Assignor), WDEF Broadcasting Co. (Assignee), Chattanooga, Tenn.—Granted consent to assign the license of Station WDEF from Joe W. Engel to WDEF Broadcasting Co., involving transfer from an individual to a corporation controlled by him (B3-AL-420).

KLBM—Ben E. Stone (Assignor), Inland Radio, Inc. (Assignee), LaGrande, Ore.—Granted consent to assign the license of Station KLBM from Ben E. Stone to Inland Radio, Inc., for a consideration of $15,000 (B5-AL-423).

KTAR—KTAR Broadcasting Co., Phoenix, Ariz.—Granted renewal of license on a regular basis.

KTW—The First Presbyterian Church of Seattle, Seattle, Wash.—Granted renewal of license for the period ending May 1, 1947.

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—The Commission on its own motion postponed for a period of 30 days the hearing now scheduled for August 11 on application for renewal of license of station WNBZ.

WOOD—King-Trendle Broadcasting Corp., Grand Rapids, Mich.—Granted license (B2-L-1821) to cover construction permit which authorized move of formerly licensed 500-watt main transmitter to site of present main transmitter, to be operated as an auxiliary transmitter with power of 500 watts, employing directional antenna night.

WXYZ—King-Trendle Broadcasting Corp., Detroit, Mich.—Granted license to cover construction permit (B2-L-1822) which authorized move of auxiliary transmitter to site of main transmitter, to be operated with directional antenna night.

Hearst Radio, Inc., area of Baltimore, Md.—Placed in pending file application for experimental television relay station in accordance with Commission policy adopted February 23, 1943.

Applications of the following applicants for *commercial television* construction permits, were placed in the pending files in accordance with Commission policy adopted February 23, 1943:

J. E. Rodman, Fresno, Calif.; National Broadcasting Co., Inc., Chicago; Hearst Radio, Inc., Baltimore, Md.; Globe-Democrat Publishing Co., St. Louis, Mo.; Consolidated Broadcasting Corp., Ltd., Los Angeles; E. Anthony & Sons, Inc., Providence, R. I.

Applications of the following applicants for *high frequency* (*FM*) broadcast station construction permits, were placed in the pending files in accordance with Commission policy adopted February 23, 1943:

Scranton Broadcasters, Inc., Scranton, Pa.; Shelbyville Radio, Inc., Shelbyville, Ind.; World Publishing Co. and Tulsa Tribune Co., Tulsa, Okla.; Pape Broadcasting Co., Mobile, Ala.; The Reporter Broadcasting Co., Abilene, Texas; James Broadcasting Co., Inc., Jamestown, N. Y.; Missouri Broadcasting Corp., St. Louis, Mo.; Banks of the Wabash, Inc., Terre Haute, Ind.

WKLA—Karl L. Ashbacker and Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—Granted modification of construction permit (B2-P-3406) which authorized a new station, to extend commencement and completion dates to 60 days and 180 days after grant, respectively (B2-MP-1752).

WSAY—Brown Radio Service and Lab. (Gordon P. Brown, Owner), Rochester, N. Y.—Granted modification of construction permit (B1-P-2924) for extension of completion date to 11-1-44.

WHBC—The Ohio Broadcasting Co., Canton, Ohio—Granted modification of construction permit (B2-P-3649), for extension of completion date from 8-15-44 to 9-15-44.

KWG—McClatchy Broadcasting Co., Stockton, Calif.—Granted license (B5-L-1816) to cover construction permit which authorized increase in power from 100 to 250 watts, and changes in transmitter and antenna. Also granted authority to determine operating power by direct measurement of antenna power.

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Granted license (B5-L-1814) to cover construction permit which authorized installation of new ground system. Also granted authority to determine operating power by direct measurement of antenna power.

KROY—Royal Miller Radio, Sacramento, Calif.—Granted license (B5-L-1819) to cover construction permit which authorized increase in power to 250 watts and installation of new transmitter. Also granted authority to determine operating power by direct measurement of antenna power (B5-Z-1612).

WDAK—Valley Broadcasting Co., Columbus, Ga.—Granted license to cover construction permit (B3-L-1815) which authorized move of studio and transmitter and installation of new antenna; also granted authority to determine operating power by direct measurement of antenna power.

WJMC—Walter C. Bridges, Rice Lake, Wis.—Granted authority to determine operating power by direct measurement of antenna power (B4-2-1603).

APPLICATIONS FILED AT FCC

580 Kilocycles

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Modification of construction permit (B3-P-3062 which authorized change in frequency, increase in power, installation of new transmitter, directional antenna for night use and move station) for change in type of transmitter, changes in directional antenna system and extension of commencement and completion dates.

730 Kilocycles

NEW—Potomac Broadcasting Corp., Alexandria, Va.—Construction permit for a new standard broadcast station to be operated on **730 kc.**, power of 250 watts and daytime hours of operation. Amended: re change type of transmitter, changes in corporate structure and specify a studio site.

780 Kilocycles

KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Authority to determine operating power by direct measurement of antenna power.

850 Kilocycles

WEEU—Berks Broadcasting Co., Reading, Pa.—Transfer of control of licensee corporation from Clifford M. Chafey, Harold O. Landis, Harry S. Craumer and Raymond A. Gaul to George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein—100%.

860 Kilocycles

WSON—Henderson Broadcasting Co., Inc., S.E. of Henderson, Ky.—License to cover construction permit (B2-MP-1396) which authorized increase in power and changes in transmitting equipment.

950 Kilocycles

WSPA—Spartanburg Advertising Co., Spartanburg, S. C.—Modification of construction permit (B3-P-3384 which authorized increase in power and changes in directional antenna) for further changes in directional antenna system.

1000 Kilocycles

KOMO—Fisher's Blend Station, Inc., Seattle, Wash.—Modification of construction permit (B5-P-1281 which authorized increase in power from 5 KW to 50 KW, install new transmitter, directional antenna for night use and move transmitter) for approval of directional antenna system and transmitter site. Amended: re transmitter site and directional antenna.

1150 Kilocycles

WAPO—Joda Patterson, Ramon G. Patterson and Louis Patterson Pursley, d/b as WAPO Broadcasting Service, Chattanooga, Tenn.—Authority to determine operating power by direct measurement of antenna power.

1190 Kilocycles

WLIB—WLIB, Inc., Brooklyn, N. Y.—Transfer of control of licensee corporation from Irwin Steingut, Elias I. Godofsky, Aaron L. Jacoby, Arthur Faske, William Weisman and Louis W. Berne to Dorothy S. Thackrey—100%.

1240 Kilocycles

NEW—Birney Imes, Jr., Meridian, Miss.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts, and unlimited hours of operation. Amended: re changes in transmitting equipment.

KASA—E. M. Woody, Elk City, Okla.—Voluntary assignment of license to Southwest Broadcasting Company.

WBIR—American Broadcasting Corp., Knoxville, Tenn.—Authority to determine operating power by direct measurement of antenna power.

KFJI—KFJI Broadcasters, Inc., Klamath Falls, Ore.—Transfer of control of licensee corporation from George Kincaid and Rachel J. Kincaid to Willard D. Miller—100%.

NEW—Altoona Broadcasting Co., Altoona, Penna.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts and unlimited hours of operation.

NEW—WARC, Inc., Rochester, New York.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts, and unlimited hours of operation. Amended: re changes in corporate structure.

1260 Kilocycles

KYA—Palo Alto Radio Station, Inc., San Francisco, Calif.—Extension of special service authorization to permit broadcasting of information to longshoremen in accordance with the request of the Pacific Coast Maritime Industry Board, for the period beginning 10-1-44.

1270 Kilocycles

WXYZ—King-Trendle Broadcasting Corp., Detroit, Mich.—License to cover construction permit (B2-P-3635) for an auxiliary transmitter.

1300 Kilocycles

WOOD—King-Trendle Broadcasting Corp., Grand Rapids, Mich.—License to cover construction permit (B2-P-3639) for an auxiliary transmitter.

1310 Kilocycles

WDOD—WDOD Broadcasting Corp., Chattanooga, Tenn.—Authority to determine operating power by direct measurement of antenna power.

1340 Kilocycles

WALL—Community Broadcasting Corp., Middletown, N. Y.—Authority to determine operating power by direct measurement of antenna power.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—License to cover construction permit (B2-P-3665) which authorized increase in power and changes in equipment.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Authority to determine operating power by direct measurement of antenna power.

1400 Kilocycles

NEW—Granite District Radio Broadcasting Co., Salt Lake City, Utah.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts, and unlimited hours of operation. Amended: to change transmitter location to site to be determined, in or near Salt Lake City, Utah.

KVOP—Granite District Radio Broadcasting Co., Salt Lake City, Utah.—Authority to determine operating power by direct measurement of antenna power.

KVOP—W. J. Harpole and J. C. Rothwell, a partnership, Plainview, Texas.—License to cover construction permit (B3-P-3420) as modified, for a new standard broadcast station.

NEW—A. Frank Katzentine, Orlando, Fla.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts, and unlimited hours of operation.

1450 Kilocycles

KVAK—S. H. Patterson, Atchison, Kan.—Authority to determine operating power by direct measurement of antenna power.

KONP—Evening News Press, Inc., Port Angeles, Wash.—Modification of construction permit (B5-P-1933 which authorized construction of a new standard broadcast station) for change in type of transmitter, antenna changes and approval of transmitter and studio sites.

WMOH—The Fort Hamilton Broadcasting Company, Hamilton, Ohio.—License to cover construction permit (B2-P-3469 as modified) which authorized construction of a new standard broadcast station.

WMOH—The Fort Hamilton Broadcasting Company, Hamilton, Ohio.—Authority to determine operating power by direct measurement of antenna power.

NEW—A. G. Beaman and T. B. Baker, Jr., a partnership, d/b as Capitol Broadcasting Co., Nashville, Tenn.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Marshall Broadcasting Co., Marshall, Texas.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts, and unlimited hours of operation.

1480 Kilocycles

WHBC—The Ohio Broadcasting Co., Canton, Ohio.—Modification of construction permit (B2-P-3649 for change in frequency, increase in power, changes in equipment, and directional antenna for night use) for extension of completion date from 8-15-44 to 9-15-44.

1490 Kilocycles

WHOT—South Bend Broadcasting Corp., South Bend, Ind.—Modification of construction permit (B4-P-3569 which authorized construction of a new standard broadcast station) for extension of completion date.

NEW—Granite District Radio Broadcasting Co., Murray, Utah.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts, and unlimited time. Amended: to change frequency to **1400 kc.**, and change transmitter and studio locations to Salt Lake City, Utah.

NEW—Binghamton Press Co., Inc., Binghamton, N. Y.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts, and unlimited hours of operation.

KGKB—East Texas Broadcasting Co., Tyler, Texas.—Acquisition of control of licensee corporation by James G. Ulmer and Mrs. Minnie B. Ulmer through transfer of 12 shares common stock from J. G. Kretsinger to James G. Ulmer.

1490 Kilocycles

NEW—Central Louisiana Broadcasting Corp., Alexandria, La.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts, and unlimited time.

NEW—Ernest E. Forbes, Jr., tr/as Magic City Broadcasting Co., Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts, and unlimited hours of operation.

1600 Kilocycles

NEW—Capital City Broadcasting Company, Des Moines, Iowa.—Construction permit for a new standard broadcast station to be operated on **1600 kc.**, power of 250 watts, and unlimited hours of operation.

FM APPLICATIONS

NEW—Scranton Broadcasters, Inc., Scranton, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48100 kc.**, with coverage of 19,557 square miles.

NEW—Missouri Broadcasting Corp., St. Louis, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45100 kc.**, with coverage of 13,200 square miles.

NEW—Times-Star Publishing Co., Alameda, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49100 kc.**, with coverage of 6,450 square miles.

NEW—The Palladium Publishing Company, Benton Harbor, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.**, with coverage of 1,825 square miles.

NEW—The Cincinnati Times-Star Company, Cincinnati, Ohio.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46700 kc.**, with coverage of 13,700 square miles.

NEW—Donald A. Burton, Muncie, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.**, with coverage of 9,600 square miles.

NEW—Racine Broadcasting Corp., Racine, Wisc.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49100 kc.**, with coverage of 2,540 square miles.

NEW—Seaboard Radio Broadcasting Corp., Philadelphia, Penna.—Construction permit for a new commercial television broadcast station to be operated on Channel #18. **(288000-294000 kc.)**

NEW—E. Anthony & Sons, Inc., Providence, R. I.—Construction permit for a new commercial television broadcast station to be operated on Channel #10 **(186000-192000 kc.)**

MISCELLANEOUS APPLICATIONS

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, power of 5 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, power of 15 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, power of 15 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, power of 15 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, power of 50 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, power of 15 watts and A3 emission.

NEW—The Associated Broadcasters, Inc., area of San Francisco, Calif.—License for a new special relay broadcast station to be operated on **33380, 35020, 37620** and **39820 kc.**, power of 2 watts and A3 emission.

NEW—WTIC—The Travelers Broadcasting Service Corp., Hartford, Conn.—Construction permit to change frequency from **45300 kc.** to **43300 kc.**, change service area from 6,100 square miles to 15,563 square miles, install a new transmitter and antenna.

NEW—The Trustees of Purdue University, West Lafayette, Ind.—Construction permit for a new non-commercial educational broadcast station to be operated on **42700 kc.**, power of 10 KW and A3 emission.

NEW—National Broadcasting Co., Inc., New York, N. Y.—Extension of authority to transmit programs originating in NBC's studios at 30 Rockefeller Plaza, New York, and/or points in U. S. where network programs may originate, to CMX, Havana, Cuba, for the period beginning 8-20-44.

NEW—Don Lee Broadcasting System, Hollywood, Calif.—Authority to transmit programs originating in the studios of stations affiliated with Mutual Broadcasting System and/or Don Lee Broadcasting System to station CKWX, Vancouver, B. C., Canada.

NEW—The Greenville News-Piedmont Co., Greenville, S. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44100 kc.** with coverage of 23,687 square miles.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Interstate Hatcheries and Cornhusker State Hatchery, with offices at 1929 Fourth St., Sioux City, Ia., and a retail establishment at 2419 N St., Omaha, Nebr., engaged in the sale and distribution of baby chicks, are charged in a complaint with misrepresentation. (5204)

Edward P. Paul & Co., Inc., 43 West 13th St., New York, importing, manufacturing and distributing lamps, porcelain and art ware sold principally to retail stores and gift shops, is charged in a complaint with misrepresenting articles manufactured in Japan as being of British or French origin. (5202)

Worthmore Sales Co., 221 East Cullerton St., Chicago, manufacturing and distributing sales promotion cards, is charged in a complaint with violation of the Federal Trade Commission Act in the sale of such cards which are designed to involve a game of chance, lottery scheme or gift enterprise. (5203)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Austelle-Flintom Co., with principal office and place of business in the Atlantic Coast Line Warehouse, Orangeburg, S. C., have been ordered in connection with the interstate purchase of canned fruits, vegetables and other commodities, to cease and desist from receiving or accepting, directly or indirectly, from any seller, anything of value as a commission, brokerage, or other compensation, or any allowance or discount in lieu thereof, upon purchases made for their own account.

The respondents, who are engaged in the business of purchasing canned fruits, vegetables and other commodities, were found to have violated the brokerage section of the Robinson-Patman Act. (5130)

John Hanley, 5719 Loraine Ave., Detroit, selling and distributing a mechanical device formerly designated "Whirlgas Supercharger" and now called "Whirlgas Turbinator," has been ordered to cease and desist from misrepresentation of the device. (4714)

NAB Reports
The National Association of Broadcasters

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 34, August 25, 1944

SUCCESSFUL CONFERENCE ASSURED

The acceptances by the various speakers who were invited to appear on the War Conference Program assure a successful meeting. The NAB Executive War Conference will be a "down to brass tacks" session. Every meeting will be full of meaty subjects handled by competent speakers. Broadcasters are certain to derive genuine and lasting benefit from this meeting.

FCC AUTHORIZES ALTERNATE TRANSMITTERS

The Commission en banc today amended Section 3.64 of its Rules Governing Standard Broadcast Stations in order to permit a station operating with different power day and night to obtain a license authorizing the use of alternate transmitters of different power for day and night use.

Section 3.64, as amended reads:

"Alternate main transmitters.—The licensee of a standard broadcast station may be licensed for alternate main transmitters provided that a technical need[21] for such alternate transmitter is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) The transmitters have the same power rating except at stations operating with different daytime and nighttime power when it shall be permissible to employ transmitters of power ratings appropriate to either the licensed daytime or nighttime power.

(c) The external effects from both transmitters are substantially the same as to frequency stability, reliability of operation, radio harmonics and other spurious emissions, audio frequency range and audio harmonic generation in the transmitter.

---

[21] Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental work requires alternate operation."

WAR PRODUCTION BOARD HINGES RADIO MANUFACTURE ON GERMANY'S SURRENDER

Production of civilian radios will be resumed after Germany surrenders, and not before such time, the Radio Industry Advisory Committee was told by leading War Production Board officials at a meeting this week in Washington.

These officials told the committee that the radio-radar production program for 1944 must continue upward through next December and about 16.4 per cent above the July output rate. Army and Navy officials concurred in this estimate of over-all increase during the remainder of the year.

Among high officials who addressed the radio committee were WPB Vice Chairman C. E. Wilson; Brig. Gen. J. H. Gardner, Assistant Chief of Signal Corps Procurement and Distribution; Commander Palmer K. Leberman, of the Bureau of Ships, U. S. Navy; Stuart K. Barnes, vice president of the Defense Supplies Corporation in charge of radio surplus disposal; and Daniel L. Jacobs, radio section of the Office of Price Administration. Ray C. Ellis, director of WPB's Radio and Radar Division, presided at the meeting.

WPB Vice Chairman Wilson said:

"Many governmental controls may be removed after Germany surrenders and the over-all war production program probably will be reduced by about 40 per cent."

Mr. Wilson said that controls would be removed as soon as possible, but urged the radio and radar industry to maintain its present high levels of war production until after Germany surrenders.

Both Vice Chairman Wilson and Director Ellis told the committee that cutbacks, after the collapse of Germany, might yield a sufficient supply of raw materials to enable civilian production without quota restriction since the amounts of steel, copper, and other raw materials needed by the radio industry are comparatively small. In any event, there will be no authorizations for civilian production, beyond that currently permitted, until after the German collapse, officials advised the committee.

In discussing the "spot" authorization order of August 15, WPB officials pointed out that radio, as well as automobile, electric refrigerator and washing machine production, was excluded from the civilian output program. They said that though some WPB limitation orders have been rescinded or modified in the present civilian program,

(Continued on page 290)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

WAR PRODUCTION BOARD HINGES RADIO MANUFACTURE ON GERMANY'S SURRENDER

(Continued from page 289)

the L-265 order restricting civilian radio production was left untouched.

Forthcoming OPA price ceilings also were discussed by the committee. Mr. Jacobs, of the OPA Radio Section, said that OPA advisory committees of sets and parts manufacturers would soon be announced and meetings arranged in mid-September to work out specific civilian price ranges.

Also discussed was the manpower situation, which was reported as "spotty," especially in Chicago, New York and Philadelphia. Suggestions also were made for more adequate information to manufacturers regarding program reductions in cutback procedures on "V" Day. The methods providing for such information are being arranged by the WPB radio and radar staff together with the Army and Navy.

The spreading of contracts and equalization of the war production program was urged upon the committee by government officials.

The WPB components recovery plan was discussed. Radio manufacturers suggested better descriptions of items and more speedy distribution of information regarding available components for war production. Committee members advised WPB that components were in adequate supply.

The last meeting of this radio industry committee took place on November 30, 1943.

The committee follows:

M. F. Baloom, vice president, Sylvania Electric Products, Emporium, Pa.; M. Cohen, general manager, F. W. Sickles Co., Springfield, Mass.; Ray Cosgrove, president, Crosley Radio Corp., Cincinnati, Ohio; W. P. Milliard, director of sales and engineering, Bendix Radio, Baltimore, Md.; W. S. Hosford, Western Electric Company, New York City; E. E. Lewis, vice president, RCA Corp., Camden, N. J.

G. W. Henyan, General Electric Company, Schenectady, N. Y., assistant to the vice president; E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne, Ind.; P. L. Schoenen, vice president, Hamilton Radio Corp., New York City; Joseph M. Spain, Packard Bell Company, Los Angeles, Calif.; A. S. Wells, president, Wells-Gardner Company, Chicago, Ill.; and F. D. Williams, Philco Corp., Philadelphia, Pa.

STATISTICS ON U. S. COMMUNICATIONS INDUSTRY OUT SOON, FCC ANNOUNCES

The Commission's annual publication entitled "Statistics of the Communications Industry in the United States" for the year ended December 31, 1942, will be placed on sale by the Superintendent of Documents, Government Printing Office, Washington 25, D. C., in the near future at 35 cents a copy. It has been delayed owing to war conditions.

This volume will contain many pertinent facts concerning individual telephone, telegraph, cable, and radiotelegraph carriers and holding companies compiled from the annual and monthly reports filed with the Accounting, Considerable financial and operating data relating to standard broadcast stations and networks will also be shown in the publication.

BROADCAST ADVERTISING

ADVERTISING AND THE WAR EFFORT

The following editorial entitled, "Advertising and the War Effort," in the August 26 issue of *Collier's* magazine, is here reprinted through the courteous permission of The Crowell-Collier Publishing Company:

Before this war, the radicals and even some otherwise intelligent business leaders said that private enterprise would not survive another world conflict. American railroads were taken over by the government during the first World War. It was said that the government had brought order out of transportation chaos. There was some truth in this observation. So in the years following, it was concluded that all large business would necessarily be managed by the government the next time a great war came.

Behind these forecasts was the tacit belief that maybe government management would prove to be more efficient. In the background also was the old American political hostility to large business organizations. Our standard of living was made possible by the fertility of large business organizations, but politically we have never liked big business.

Reformers were gunning particularly for advertising. To them, advertising was a sheer economic waste. They thought, and they told congressional committees and ladies' clubs and anybody else who was willing to listen, that if only the advertising were omitted we could buy much more cheaply tooth paste and cigarettes and clothes and food and all of the other luxuries and necessities that make up our standard of living.

Of course, these assumptions were erroneous. As everyone knew, who knew anything about the making of goods in large quantities, advertising was the tool that created large markets and so indirectly stimulated industry to devise the economies that resulted in the American standard of living.

Most of this was forgotten during the ten years that led up to the second World War. Business got a black eye during the depression and during the succeeding years never quite regained its self-confidence. So when the prophets of doom began to wail their dismal forecast, a great many businessmen thought that the end of private enterprise had really come.

It has not turned out that way. The government has established controls and set up goals. In wartime the government must assume responsibility for national defense. Private enterprise, however, has borne the burden of the miraculous production that is now helping to win this war.

By every test, private American business enterprise has been proved to be the most fruitful method of production known to mankind. The United States has not had to look to Great Britain or Russia for help in producing guns, ammunition, tanks, trucks, food or clothing. Russia has looked to us, and Prime Minister Churchill and Premier Stalin have acknowledged the very great contribution made to Russian victories by American tools of war.

The private industry of the United States has aided every country in conflict with the Germans and the Japanese. The capacity of American industry to produce has been something undreamed of in the world. The creative energies of millions of people, alert, intelligent, intent on saving their freedom, have written new chapters in history. It is the sober truth that the United States has been the storehouse of ideas, of productive methods, of inventions upon which all of the nations of the earth have drawn.

Private enterprise has created the arsenal of democracy upon which all nations in varying degrees rely to liberate themselves from the Germans and the Japanese.

So advertising, voice of American industry, foolishly denounced by some as wasteful, sometimes despised as frivolous and actually marked for destruction by extremists in various governmental agencies, has modestly accomplished tasks essential to the United States and to a free world. In the process, advertising has been sifted and improved. It has risen to a great opportunity and given itself a new importance and a new dignity.

Getting any idea clearly understood by millions and tens of millions of men and women is an appallingly vast undertaking. Generals can give orders, but until an order is comprehended clearly, it cannot be obeyed. Presidents and administrators can make suggestions and appeals, but until the suggestions are understood and the appeals accepted as reasonable and sound, they are without effect.

Advertising is the modern procedure for making ideas and suggestions plain and persuasive. The essence of advertising is the distribution of information in understandable and pleasing doses. Pictures, type, arguments illustrated by words or photographs, comedy, eloquence, music —all of these human devices to enlist interest, to hold attention, to win approval, to convince, have to be employed. These are the familiar ingredients of the art of advertising. They have been used at times poorly and for unworthy causes. They have been used in this war successfully and honorably in great causes.

Soon after we entered the war, the national government, after much debate, decided to use advertising as a means of winning public support for war projects. The public was asked to buy War Bonds, to conserve food, to salvage metals and paper. We were urged to take the complicated steps necessary to achieve some degree of economic stabilization. Young women were called upon to enlist in the Wacs and the Waves and other branches of national service.

The response of the public to these appeals has been magnificent. The great objectives of the nation are being attained. Advertising has performed no miracles, but in practicable human fashion the war goals are being approached. So advertising has been firmly established as a vital instrument of public service. The war itself has proved that, through advertising, democratic people can be persuaded quickly to take action necessary to their whole national defense.

Other advantages, quite unexpected, have resulted. For much of the advertising the government has paid nothing. While Washington was mediating upon the advantages and political complications of buying advertising for national purposes, industry itself organized the War Advertising Council, composed of advertisers, advertising agencies, newspapers, magazines, radio, outdoor advertising and other groups, to mobilize the advertising energies of the country for war. Corporations that had been advertising their own products, voluntarily devoted their money, time and space to the advocacy of public causes designated by the government. During 1943, advertisers actually contributed over $300,000,000 to carrying on the various informational campaigns that our government wishes to present to the American people.

Advertisers who gave their money, their energies, and their ingenuity to these efforts were moved by the same unselfish considerations that persuaded other men and women to give whatever they had to the national defense. Few, if any, saw advantages accruing to them from these contributions to the government and to the winning of the war.

The businessmen who refrained from advertising their own wares in order to use their space for governmental purposes, however, are being rewarded by a new friendship from their consumers. The manufacturer who used his space or time to help in the war effort has by that fact established a reputation for public service that has given added confidence to his product.

Nobody set out at the start of this war to prove that private business enterprise was the most productive of the available ways of making the most weapons in the shortest time, nor did anybody hope to find a new justification for advertising or for advertisers during a world war. What has happened is merely a by-product of relentless concentration upon the winning of the war. For this very reason, it is the more firmly established.

ADVERTISING'S RESPONSIBILITY IN POSTWAR EMPLOYMENT

Enclosed with this issue of the NAB Reports is a copy of the talk to the Newspaper Representatives Association of New York, delivered on June 22, 1944, by Neil H. McElroy, vice-president in charge of advertising and promotion for the Procter & Gamble Co., Cincinnati, O.

Here is one of the most important statements ever issued on the opportunities and responsibilities of advertising in the postwar world. Moreover, it was released by the leading national advertiser. It deserves to be read and re-read as a guide to future conduct.

Bearing in mind that the talk was delivered before newspaper representatives, broadcasters can take honest pride in this reference to radio advertising:

"Radio advertising has had a tremendous growth in this country at the same time that magazine and newspaper advertising have failed to keep pace. To my mind, there is only one reason for this: That is that radio demonstrated its ability to give to a large number of advertisers more sales per dollar of advertising expenditure."

But there is also a word of warning against a smug attitude of complacence on the part of some broadcasters in the following quotation:

"Radio advertising will doubtless continue to increase until the economics of the medium change either because of increased costs of time and talent or because the increase in number of radio networks reduces the attainable coverage of any individual program."

In other words, advertisers do not love broadcasting per se. They do like the kind of results radio produces. The moral seems pretty obvious.

FMBI BOARD TO MEET

A meeting of the FMBI Board is scheduled in Walter Damm's suite at the Ambassador East, in Chicago, on August 28, at a time to be announced by Damm.

WARTIME CENSORSHIP CONTROL COMMITTEE DISBANDS

After a meeting between the officers of the Office of Censorship and the Executive Committee of the Foreign Language Radio Wartime Control, it was decided that the aims and purposes of the Control had been achieved, and it was no longer necessary for it to function. The cooperation and conscientious observance of the regulations of the Code of Wartime Practices by the foreign language broadcasters has made its continuance unnecessary.

The Control was formed in May, 1942, and has functioned since that time, acting as representative for stations carrying foreign language programs with the Office of Censorship and other Government agencies. The members of the Committee recently received letters of commendation from Byron Price, Director of the Office of Censorship, and J. Harold Ryan, former Asst. Director of the Office of Censorship and now President of the NAB.

A balance of $500 which remained in the treasury after the dissolution of the Control, was donated to the American Red Cross after approval of this action was expressed in a poll of the Executive Committee and member stations.

The Committee has indicated its willingness to serve again should a need for its services arise.

ANALYSIS OF POST WAR BROADCAST ALLOCATION PROPOSALS

Prepared by NAB Engineering Department

In order to facilitate the consideration of post war allocation problems this tabulation has been prepared. The analysis includes standard broadcasting, FM broadcasting and television, together with the supplementary services that are associated with these methods of broadcasting. For the sake of simplicity, international and facsimile broadcasting are not included. The Interdepartment Radio Advisory Committee proposal makes no provision for direct international broadcasting and the RTPB recommendation is not yet available. The present allocation provides certain frequencies for facsimile broadcasting and up to this date definite proposals on post war facsimile allocations have not been made by Panel 7, on Facsimile, of RTPB.

Type of Service	*Present Allocation*	*IRAC*	*RTPB**
Standard Broadcast	1600 to 550 kc.	1600 to 540 kc.	1600 to 530 kc.
Relay-pickup	1606 to 2830 kc.	None	Present allocation
Band 1	12 channels		
Band 2	30,820 to 39,820 kc. 16 channels	None	Present allocation
Band 3	156,075 to 161,925 kc. 8 channels	None	Present allocation
FM Studio-Trans. Relays[1] for AM Broadcast Stations			
Band 1	None	None	300 to 1,000 megacycles 16 FM audio channels
Band 2	None	None	1,000 to 3,000 megacycles 16 FM audio channels
Band 3	None	None	3,000 to 10,000 megacycles 16 FM audio channels
Synchronization Control Relays for AM stations			
Band 1	None	None	300 to 1,000 megacycles 3 channels, each 3200 kc. wide
Band 2	None	None	1,000 to 3,000 megacycles 3 channels, each 3200 kc. wide
Band 3	None	None	3,000 to 10,000 megacycles 3 channels, each 3200 kc. wide
FM Broadcast	42 to 50 mc. 40 channels	42 to 54 mc. 60 channels	See Note 2.
FM Broadcast, Studio-Trans. Relays	330,400 to 343,600 kc. 23 channels of 200 kc. each	156 to 158 mc.	Not acted upon
Television Broadcast	50 to 294 mc. 18 six megacycle channels	54 to 108 mc. 9 six megacycle channels 158 to 218 mc. 6 six megacycle channels 450 to 1,000 mc. 31 sixteen megacycle channels	See Note 2. 50 to 246 mc. 26 six megacycle channels.
Television Relay	Not designated, certain experimental frequencies are available in addition to the above.	158 to 218 mc. 6 six megacycle channels are suggested for relay.	Higher freq. channels to be used for relays, when unassigned locally.

---

* RTPB had not officially adopted any allocation proposals on August 23, 1944, when this analysis was prepared. Allocations in this column are based on RTPB Panel reports or proposals now under consideration by various sub-committees.

[1] These channels also to be available for inter-station program relay circuits, when such use would be in the "public interest."

[2] Panel 5, on FM Broadcasting has requested 80 to 100, 200 kc. channels, beginning at 40 megacycles and extending to 56 or 60 megacycles. This proposal is in conflict with the Panel 6, on Television recommendation that the 50 to 56 megacycle hand be designated the number one television channel. At the time this analysis was prepared the conflict had not been resolved by RTPB.

RADIO EDUCATION CONFERENCE PLANNED FOR NEW YORK

NAB, together with the Association for Education by Radio (AER), New York University, NBC, CBS and Blue Network, are engaged in a project to bring important educators to New York this fall for a conference. The purpose is to stimulate greater use of radio in schools and colleges in the east. Already 30% of stations have replied to a NAB form letter giving names of local educators that they wish invited to the conference. A Planning Meeting will be held in September. Mr. Robert MacDougall, District Chairman for AER, is handling the arrangements.

THREE NEW RADIO COUNCILS

Mrs. George B. Palmer, Regional Director of Listener Activity, reports that three new Radio Councils have been formed in Minnesota—Duluth, St. Paul and St. Cloud—in the past month. Stations KSTP and KFAM have given active support and cooperation to the project. Mrs. Rosser H. Matson, Association of University Women, was elected president of the St. Paul Radio Council on August 1st. Miss Dorothy Spicer of KSTP has been devoting considerable time to the project. In St. Cloud, Mr. Fred Schilplin, KFAM, Miss Lucille Miller, Manager, and Miss Patricia Patterson, Women's Director, gave a luncheon for the new council on August 11th at the Hotel St. Cloud.

Mrs. George W. Freidrich, League of Women Voters, was elected President. In Duluth, Margaret Caulkin Banning, author, took an active part in the Duluth project, working with Mrs. W. L. Askill, who is the new President of the Duluth Radio Council. Both stations WDAL and WEBC are actively participating.

PAUL CLARK TO WHAS

Paul Clark, for the last eight years sports announcer, assistant program director and traffic manager of radio stations WGBF, WEOA and FM station WMLL, Evansville, Indiana, has joined the announcers staff of WHAS in Louisville, Kentucky.

Clark comes to WHAS directly from station KARK, Little Rock, Arkansas, where he had served as program director since April first.

RESTRICTIONS ON WHOLESALE RADIO DISTRIBUTORS EASED

Lifting of important restrictions governing wholesale radio distributors was announced today by Ray C. Ellis, director of the Radio and Radar Division of the War Production Board.

As a result of a revision of the radio and radar section of Priorities Regulation 13, WPB said, wholesale radio distributors will be in a position to offer substantial aid to the war effort.

The relaxed order establishes a rating floor of AA-5 or better for all wholesale distributors, who may now obtain stocks to meet the emergency requirements of prime contractors from idle and excess component stocks that are on hand in other contractor plants.

Prior to the revision of PR-13, wholesale radio distributors were not permitted to purchase electronic parts of equipment without special sales authorization from WPB.

WPB officials explained that the revision is not intended to permit stockpiling by wholesale distributors, but is primarily intended to implement the movement of idle and excess stocks, and also to allow wholesale radio jobbers to fill rated orders for electronic parts.

WPB officials believe that this forward movement in establishing an AA-5 rating floor will result in stimulating and expediting fulfilment of prime contractor short range requirements with hitherto unprecedented speed and precision. The freeing of certified rejected components without priorities, from idle and excess stocks, minimizes paper work and also makes material that has no military significance immediately available for other uses, it was explained.

Another important revision in the order includes the free sale of rejected components to wholesale radio distributors without priorities. Under the order, distributors may purchase rejected components direct from the prime contractor's idle and excess stocks without coming to headquarters for approval. The order reads as follows:

"Rejected components are not restricted except new and used test equipment. The term 'rejected,' applies to components that have no military value and must be so certified as such, in writing, by Army or Navy inspectors, and records maintained in accordance with paragraph (G) of this Order."

RTPB FM JURISDICTIONAL DISPUTE

Committee 1 of Panel 1, RTPB has prepared a report recommending a reduction in the channel width of FM broadcast stations. This proposal is set forth on page 261 of NAB Reports for August 4, 1944.

Mr. C. M. Jansky, Jr., chairman of RTPB Panel 5 on FM broadcasting, has challenged the authority of Panel 1 to prepare recommendations concerning FM broadcasting. Mr. Jansky has written to Dr. W. R. G. Baker, chairman of RTPB, as follows:

"Dear Mr. Baker:

"There has recently been transmitted to you and to the membership of RTPB, the first report of Panel 5 on FM Broadcasting, of which I am Chairman. This report deals specifically with those standards having a bearing upon the allocation of spectrum facilities for FM broadcasting.

"The agenda which Panel 5 has adopted and which has guided its deliberations is clean-cut and is in strict compliance with the directive which the panel received from RTPB. In the conduct of its business the panel has confined itself strictly to the subjects outlined in its agenda. In no instance has Panel 5 attempted to formulate recommendations or standards for any service except the one with which it is directly concerned.

"My obligations in connection with my firm's war-time contract and my duties with respect to other national defense projects have limited the amount of attention which I have been able to give to the voluminous material on RTPB matters which has reached my desk. Such time as I have had available has been devoted almost exclusively to my duties with Panel 5.

"It is with considerable surprise that I find upon some study of the activities of Panel 1 that much attention in this panel is being devoted to an issue which is one clearly and strictly within the jurisdiction of Panel 5. I refer specifically to Panel 5's agenda item No. 3 dealing with the width of channel to be used in FM broadcasting. This issue has been disposed of by Panel 5 in its report to RTPB and its decision with respect to it has been referred to Panel 1 for its guidance, in partial response to a series of questions Panel 1 submitted to Panel 5.

"It is not my function as chairman of Panel 5 to comment on the merit of the panal's decision with respect to this issue. However, in view of the extensive discussions apparently going on in Panel 1 on this subject, the following comments are in order.

"The width of channel required for a satisfactory FM broadcasting system was given consideration at the first panel meeting and at that time it was decided to adopt a 200 kilocycle standard. However, subsequent to this, I, as chairman, received numerous letters and memoranda upon this subject. Some of these advocated a different standard, others endorsed the existing one. Therefore, in preparing the agenda for the second meeting of Panel 5, I placed this subject upon it and provided for consideration of a motion to reopen discussion and consideration of it. Before submitting this question all of the material bearing on this issue which had been received was presented to the panel in detail. A motion was then made to reopen discussions but was defeated by a vote of 18 to 6.

"Under the circumstances, I can only assume that the great majority of the members of Panel 5 felt that it has already received sufficient enlightenment from the record and from other sources and that in so far as this majority was concerned, it was prepared to let the previous decision stand. The record of this proceeding is available in full and complete form in the report before you which, in addition, contains copies of all of the documents received on this subject prior to the date of the meeting at which the panel's decision was made.

"Under a directive from the Chairman of RTPB made in accordance with the policies the Board had established there have been admitted to membership on Panel 5 all of those who expressed a desire to join in its deliberations. Therefore, we must assume that this panel contains in its membership those best fitted to determine the standards for FM broadcasting as well as all of those who are most concerned with its future.

"Such studies as I have had time to make of the minutes of Panel 1 on Spectrum Utilization and its committees show that the width of channel issue is not only undergoing extensive discussion but the panel contemplates arriving at its own decision on the matter. Whether or not this decision is in accordance with that reached by Panel 5 is immaterial. The basic question which I am raising is one of jurisdiction with respect to the right to formulate a decision to be reported to RTPB.

"If my interpretation of the organization of RTPB is correct, Panels 5 and 1 exist on the same level. Neither reports to the other. I do not claim to know the proper definition of scope of Panel 1's legitimate activities but it seems obvious to me that the formulation of a recommendation with respect to a standard fundamental to the establishment of an adequate FM broadcast allocation structure is not one of them. This is clearly the business of Panel 5.

"I respectfully request that this matter be considered at the earliest possible date and a decision rendered on the question of jurisdiction.

"Sincerely yours,
C. M. JANSKY, JR.,
Chairman, Panel 5,
FM Broadcasting."

Dr. Alfred N. Goldsmith, Chairman of Panel 1, who received a copy of Mr. Jansky's letter has written to Dr. Baker expressing his views on the question of jurisdiction as follows:

"DEAR DR. BAKER:

"Mr. Jansky has kindly sent me a copy of his letter of August 16, 1944 to you wherein he questions the propriety of Panel 1 or any of its Committees studying and reporting on the channel width which may appropriately be assigned to fm broadcasting transmissions. He raises the question of 'jurisdiction' with respect to the right of Panel 1 to formulate a recommendation on this subject for report to the RTPB, and takes the stand that 'the formulation of a recommendation with respect to a standard fundamental to the establishment of an adequate fm broadcast allocation structure' is not within the scope of Panel 1's 'legitimate activities.' He asks further that the matter be promptly considered and a decision be rendered on the question of 'jurisdiction.'

"*SECTION 1. RTPB Organization, Procedure, and Directives.*

"In Section II: Objectives of the RTPB Organization and Procedure, it is stated that these objectives include the formulation of 'plans for the technical future of the radio industry and services, *including frequency allocations* and systems standardization' . . . In Section III: Functions, it is added that the 'RTPB will develop such studies, investigations, recommendations, and standards as are required to attain its objectives.' . . . Section IV: Panels, requires that each of the Panels 'shall concentrate its efforts on an assigned task.' . . . Thereafter, each Panel shall report its findings, the publications of which can be delayed but not withheld by the RTPB.

"The official scope of Panel 1: Spectrum Utilization is: 'the analytical study of the factors pertinent to the most effective use of the transmission medium.' In plain language, this can mean only the study of the factors governing the wise utilization of frequency bands in various parts of the radio spectrum. To use something effectively, it is necessary to know who wishes to use it, for what purpose and to what end, how it is proposed to be used, what supplies of the desired article are available, what characteristics the available supplies may have, and how best to fit in general terms the demand for the article to the supply. Translated into terms of the job of Panel 1, this means that this Panel must know what services desire to use any band of frequencies, in what way such services propose to use the band in question, what carrier frequencies are available for each type of transmission, and what are the operating characteristics of each such band of frequencies. This is precisely what Panel 1 has properly been doing.

"*SECTION 2. Operations of Panel 1: Spectrum Utilization.*

"The aim of Panel 1 is primarily to be of special service to Panel 2: Frequency Allocation, by supplying as much analytical and graphical material as possible to assist Panel 2 in carrying out its task of finally recommending what channels and bands of frequency shall be assigned to each particular service.

"Following the ideas expressed in Section 1 above, we have set up two Committees in Panel 1 as follows:

"*Committee 1: Service Requirements.* This Committee was charged with the task of securing from each of the service Panels (Panels 4-13, which are charged with studying and setting forth their concept of the needs of each of their respective services) a statement of the names and needs of the various services, and as many engineering data as would support the frequency claims for each of the services. It is in the interest of each service to make the reasons for its frequency requests clear on an engineering basis, each Panel being an agent of a Radio *TECHNICAL* Planning Board. In fact, in Section II of the RTPB Organization and Procedure, it is stated that 'such planning shall be restricted to engineering considerations.'

"*Committee 2: Carrier-Frequency Capabilities.* This Committee is assigned the task of studying the available carrier frequencies and their transmission characteristics, the variation in such characteristics, noise levels, and allied pertinent topics. This also is strictly within the proper scope of the Panel 1 directive.

"*SECTION 3. Questionnaire from Committee 1 Panel 1*

"Carrying out its task, Committee 1 addressed an appropriate and comprehensive questionnaire to the Chairman of each of the service Panels 4-13. In the main, the responses of the active Panels have been reasonably complete and helpful. In most instances engineering data supporting the statements made in the answer to the questionnaire were available from the Panel.

"I regret to state that Panel 5, despite repeated courteous requests to its Chairman, has never submitted such engineering data. At one time we were told by its Chairman that Panel 5 had to give priority to other tasks. At other times it was indicated by implication and omission that the statements of conclusions of Panel 5 represented what was essentially a final matter and one which should be accepted without questioning as to its engineering bases (which inferentially had been handled by Panel 3 though the corresponding material was not at the disposal of Panel 1 nor included in the Panel 5 minutes).

"It is my belief that Panel 5 is under no obligation to furnish any information or help whatever to Panel 1 unless it so desires. Nor are the findings of Panel 5 subject to review or judgment by Panel 1. On the other hand, Panel 1 must draw its conclusions on the basis of the best *engineering* information available to it; and if it unfortunately fails to secure such information from Panel 5, it can only develop such information as it needs for its purposes and within its scope by means of its own efforts. It cannot utilize assertions unsupported by any available engineering data.

"Accordingly, Panel 1 (through Committee 1) has studied such matters and has prepared a report on the channel widths required for fm broadcasting from a technical viewpoint. It will probably have to do the same in other instances in order properly to carry out its tasks.

"*SECTION 4. General Purpose of Panels 1-3*

"It is thought that the Chairman of Panel 5 is not clear as to the purpose of Panels 1 and 2 particularly, and as to their correct relationship to the service Panels 4-13.

"Consider, for example, Panel 2: Frequency Allocation. This Panel obviously will have to make decisions in the form of recommendations as to the channel widths and total number of channels allocated to each service, as well as the position of such channels in the frequency spectrum. If that were not its purpose, why have such a Panel at all? Would the Chairman of Panel 5 then take the stand that the directive of Panel 2 requires it unreservedly to accept, without technical proof, the frequency-allocation proposals of Panel 5 or any other Panel? The tabulations already prepared by Panel 1 already show a large number of conflicts between the allocation requests of the various service Panels. The job of recommending an intelligent adjustment of these is definitely that of Panel 2. And it is the job of Panel 1 to assist Panel 2 in its task by every rational means. This is just what Panel 1 has been doing. And it is clearly what its directive requires it to do.

"*SECTION 5. Discrepencies between Panel Reports*

"It would of course be an admirable thing if all the Panels were to have recommendations and requests which were fully consistent with each other and in no case in conflict. There is little likelihood, to put it mildly, that this is possible. The best that seems practicable is that each

Panel shall sincerely express its own opinion (whether on behalf of a given service, or in relation to a coordinating and reconciling task as in the case of Panels 1 and 2), supporting its conclusions by as definite technical considerations as possible. There may be majority and minority opinions from the Panels and even from their Committees.

"These divergencies of opinion merely accurately reflect the state of mind and present knowledge of these groups. We cannot arbitrarily legislate these out of existence by telling any Panel to accept the viewpoint of another Panel or to refrain from studying a pertinent problem within its scope merely because another Panel has also studied the same problem. Such suppression of opinion would merely result in a more unpleasant dispute before those Government bodies which must make the final decisions.

"We may add that we would be interested to learn how Panel 1 or Panel 2 can study spectrum utilization without considering the channel widths, number of channels, and frequency placement of such channels for the various services.

* * * * * *

"In summary, Panel 1 is acting strictly within its proper scope in studying the channel widths of services and allied questions, as will also be the case for Panel 2. It regrets that its repeated requests to Panel 5 for engineering data along these lines have not elicited a helpful response, but cannot thereby be relieved of responsibility for making analyses which will be helpful in determining the best use of the frequency spectrum.

"Sincerely yours,
ALFRED N. GOLDSMITH,
Chairman, Panel 1,
Spectrum Utilization."

Federal Communications Commission Docket

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, August 28. It is subject to change.

Monday, August 28

Further Consolidated Hearing

NEW—Utica Observer Dispatch, Inc., Utica, N. Y.—C. P., **1450 kc.**, 250 watts, unlimited.

NEW—Midstate Radio Corporation, Utica, N. Y.—C. P., **1450 kc.**, 250 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

KALE—C. W. Myers and (Mrs.) Josephine Hunt (Transferors), Journal Publishing Co. (Transferee); KALE, Inc. (Licensee), Portland, Ore.—Granted consent to transfer of control of KALE, Inc., licensee of station KALE, from C. W. Myers and Mrs. Josephine Hunt, to the Journal Jublishing Co., involving transfer of 800 shares, or 66⅔% of issued and outstanding capital stock of KALE, Inc., to the Journal Pub. Co., in consideration of the transfer to Myers and Mrs. Hunt, share and share alike, of 250 shares, or 25% of Class A voting common stock, and 250 shares or 25%, of Class B non-voting common stock of KOIN, Inc., owned by the Journal Pub. Co. (B5-TC-400).

KAVE—Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., a partnership (Assignors), Carlsbad Broadcasting Corp. (Assignee), Carlsbad, New Mexico—Granted consent to voluntary assignment of license of station KAVE, from Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., a partnership, to Carlsbad Broadcasting Corp., for a total consideration of $22,000 (B5-AL-421).

WSAI—The Crosley Corp. (Assignor), Marshall Field (Assignee), Cincinnati, Ohio—Granted consent to voluntary assignment of license (main and synchronous) of station WSAI, from the Crosley Corp. to Marshall Field, for a total consideration of $550,000 (B2-AL-427).

WEMP—Glenn D. Roberts, et al., d/b as Milwaukee Broadcasting Co. (Assignors), Glenn D. Roberts, et al., d/b as the Milwaukee Broadcasting Co. (Assignees), Milwaukee, Wis.—Granted consent to voluntary assignment of license of station WEMP, *from* Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey, Leo T. Crowley and James E. Markham, co-partners, d/b as the Milwaukee Broadcasting Co. *to* Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey, and Rachel Young LaFollette, co-partners, d/b as the Milwaukee Broadcasting Co., representing sale of ⅛ interest, the part owned by Leo T. Crowley and James E. Markham, for the consideration of $12,500.00 (B4-AL-426).

KJBS—Julius Brunton & Sons Company (Assignor), KJBS Broadcasters, a partnership consisting of William B. Dolph, Hope D. Pettey, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis (Assignees), San Francisco, Calif.—Granted consent to voluntary assignment of license of station KJBS, from Julius Brunton & Sons Co., to KJBS Broadcasters, a newly formed partnership; no monetary consideration involved, the purpose being to change licensee from a corporation to a partnership (B5-AL-431).

WHB—WHB Broadcasting Co., Kansas City, Mo.—Adopted an order reopening the record for further hearing in re application of WHB for construction permit to change operating assignment from **880 kc.**, 1 KW daytime only, to **710 kc.**, 5 KW, unlimited time, directional antenna day and night. (Docket 6022)

WTCN—Minnesota Broadcasting Corp., Minneapolis, Minn.—Adopted an order reopening the record for further hearing in re application of WTCN for construction permit to change its operating assignment from **1280 kc.**, 5 KW night, to **710 kc.**, 10 KW, unlimited time, directional antenna nighttime. (Docket 5859)

WABI—Community Broadcasting Service, Bangor, Maine—Adopted order granting petition for leave to amend application for modification of construction permit so as to request operation on **910 kc.** with 1 KW instead of 5 KW power, unlimited time, using directional antenna at night; cancelled hearing heretofore scheduled; and granted modification of construction permit, subject to the condition that 5 KW operation shall be applied for when material and equipment become available; granted petition to reconsider and grant application for renewal of license, said license to expire February 1, 1945 (B1-MP-1673, Docket 6579), (B1-R-145, Docket 6580).

WFPG—Neptune Broadcasting Corp. (Licensee), Atlantic City, N. J.—Granted consent to voluntary transfer of control of Neptune Broadcasting Corp., licensee of station WFPG, by transfer of 100 percent (279¼ shares) of issued and outstanding stock from the present 21 stockholders to John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch and John L. Merdian for $83,775 (B1-TC-387).

KSUB—Leland M. Perry (Transferor), Radio Service Corp. of Utah (Transferee), Southern Utah Broadcasting Co. (Licensee), Cedar City, Utah—Granted consent to transfer of control of Southern Utah Broadcasting Co., licensee of station KSUB, by transfer of 1,256 shares, or 50.2 percent, of outstanding capital stock, from Leland M. Perry (transferor) to Radio Service Corp. of Utah (transferee), for $5,061 (B5-TC-394).

WLAW—Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, executors under will of Alexander H. Rogers (Transferors), Irving E. Rogers (Transferee), Hildreth & Rogers Co. (Licensee), Lawrence, Mass.—Granted consent to acquisition of control of Hildreth & Rogers Co., licensee of station WLAW, by transfer of 337 shares, or 56.17 percent of issued and outstanding stock from Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, executors under the will of Alexander H. Rogers, to Irving E. Rogers, for $26,687.03 (B1-TC-395).

WNBZ—Carl F. Woese, Transferor; John F. Grimes, Transferee; Upstate Broadcasting Corp., Licensee; Saranac Lake, N. Y.—Granted consent to voluntary transfer of control of Upstate Broadcasting Corp., licensee of station WNBZ by transfer of all the stock (250 shares) from Carl F. Woese to John F. Grimes for $2,400 (B1-TC-371); set aside the assignment for hearing on renewal application (B1-R-713).

National Broadcasting Co., Inc., New York, N. Y.—Granted request for extension of authority to transmit programs originating in NBC's studios at 30 Rockefeller Plaza, New York, and/or points in U. S. where network programs may originate, to CMX, Havana, Cuba, for the period beginning August 20, 1944 (B1-FP-130).

Columbia Broadcasting System, Inc., New York, N. Y.—Granted extension of authority to transmit programs to CFRB and CKAC and other stations under control of Canadian Broadcasting Corp. for the period September 15, 1944, to September 15, 1945 (B1-FP-128).

P. K. Ewing, Jr., and F. C. Ewing, a partnership, d/b as Ewing Broadcasting Co., Jackson, Miss.—Granted application for construction permit for new station to operate on **1490 kc.,** 250 watts, unlimited time, transmitter and studio locations to be determined (B3-P-3614).

LICENSE RENEWALS

WLW—Crosley Radio Corp., Cincinnati, Ohio—Granted renewal of license of station WLW (B2-R-295).

The following stations were granted renewal of licenses for the period ending May 1, 1947:

WBEN and auxiliary, Buffalo, N. Y.; WKY and auxiliary, Oklahoma City, Okla.; WAPO and auxiliary, Chattanooga, Tenn.; and WCOC, Meridian, Miss.

WHN—Marcus Loew Booking Agency, New York City—Granted renewal of license for main and auxiliary for the period ending May 1, 1945.

WATL—J. W. Woodruff, trading as Atlanta Broadcasting Co., Atlanta, Ga.—Granted renewal of license for the period ending August 1, 1945.

KGFX—Ida A. McNeill, Administratrix, estate of Dana McNeil, deceased, Pierre, So. Dak.—Granted renewal of license for the period ending May 1, 1946.

WKAQ—Radio Corp. of Porto Rico, San Juan, P. R.—Granted renewal of license for main and auxiliary for the period ending May 1, 1946.

DESIGNATED FOR HEARING

Southern Tier Radio Service, Inc., Binghamton, N. Y.; Binghamton Press Co., Inc., Binghamton, N. Y., and Joseph H. McGillvra, Agnes I. McGillvra, and Adam J. Young, Jr., d/b as Binghamton Broadcasting Co., Binghamton, N. Y.—Designated for consolidated hearing applications for construction permits for new stations filed by Southern Tier Radio Service, Inc., to operate on **1490 kc.,** 250 watts, unlimited (B1-P-3620), Binghamton Press Co., Inc., to operate on **1490 kc.,** 250 watts, unlimited (B1-P-3672), and Joseph H. McGillvra, Agnes I. McGillvra and Adam J. Young, Jr., d/b as Binghamton Broadcasting Co., to operate on **1450 kc.,** 250 watts, unlimited (B1-P-3653).

WOPI—Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.—Designated for hearing application for construction permit to change frequency from **1490** to **550 kc.,** increase power from 250 watts unlimited to 500 watts night, 1 KW day, install directional antenna for day and night use, and make changes in transmitting equipment (B3-P-3608).

WGBF-WEOA—Evansville on the Air, Inc., Evansville, Ind.—Designated for hearing petition of Evansville on the Air, Inc., licensee of stations WGBF and WEOA, requesting a finding that the multiple ownership rule is inapplicable to said stations. Designated for hearing application for renewal of license of station WGBF (B4-R-490).

ACTION ON DOCKET CASES

The Commission announced its Findings of Fact, Conclusion and Order (B-200) granting the application of M & M Broadcasting Company, licensee of station WMAM, Marinette, Wisconsin, for modification of license to change hours of operation on the frequency 570 kilocycles from 250 watts, daytime only, to 100 watts night, 250 watts LS. (Commissioner Jett dissenting; Commissioners Case and Wakefield not participating.) (Docket No. 6477)

The Commission's action, taken after public hearing and oral argument before the Commission en banc, provides for the furnishing of a primary nighttime service to the area in and around the cities of Marinette, Wis., and Menominee, Mich., which presently receive no such service from existing stations.

The Commission's Conclusion reads:

"The operation of station WMAM on the frequency 570 kilocycles with power of 100 watts night, 250 watts day, will provide a nighttime primary service to a population of 25,042 persons residing in an area which does not presently receive nighttime service from any existing broadcast station. Although station WMAM would be limited to its 15.8 mv/m contour, it would provide service to the city of Marinette, Wisconsin, and to all of the city of Menominee, Michigan, except a portion in the northern part of the city, with a signal meeting the requirements of the Commission's Standards of Good Engineering Practice.

"The proposed operation of station WMAM would cause an individual limitation to the 1.35 mv/m contour of station WNAX, Yankton, South Dakota, and would raise the RSS limitation to station WNAX from the 2.46 mv/m to the 2.83 mv/m contour, thus involving a loss to that station of 106,283 persons in an area of 1720 square miles. Although no other single station renders primary nighttime service to this entire area, portions receive primary service from six existing stations other than Station WNAX.

"It appears that no local channel assignment is available for station WMAM without reducing its daytime service area from 3740 square miles to 800 square miles. The present daytime service area of station WMAM lying north of Marinette does not receive daytime service from any other station; its present daytime service area south of Marinette receives primary daytime service from only one other station, located 45 miles from Marinette.

"Since station WMAM is presently assigned to operate on 570 kilocycles, the granting of this application would not create a situation which of itself would prevent the establishment of any Class III station on that channel or an adjacent channel.

"The granting of a modification of license for the operation of station WMAM on 570 kilocycles, with 100 watts power nighttime and 250 watts daytime would tend toward a fair, efficient and equitable distribution of radio service as contemplated by the Communications Act of 1934, as amended.

"Public interest, convenience and necessity will be served by the granting of a modification of license for the operation of station WMAM on 570 kilocycles, with 100 watts power nighttime and 250 watts power daytime."

MISCELLANEOUS

WGKV—Kanawha Valley Broadcasting Co., Charleston, W. Va., and Worth Kramer, Transferor and Eugene R. Custer and Richard M. Venable, Transferees.—Granted petition for order to take depositions in re application for renewal of license and relinquishment of control of station WGKV, and the Commission on its own motion continued the hearing now scheduled for August 23 to September 15 in this matter.

WJLS—Joe L. Smith, Jr., Beckley, W. Va.—Granted motion to change date of oral argument now scheduled for August 30 to September 6, in re application for construction permit (Docket 5972-B-199).

Sam Morris, San Antonio, Texas—Denied petition to intervene in the hearing on applications of KGKO and WBAP, Fort Worth and WFAA, Dallas, for renewal of license, without prejudice however, to the right of petitioner under Sec. 1.195 of the Commission's rules to appear at said hearing on September 9, 1944, and give any relevant, material and competent testimony he may desire to present, and without prejudice to the right of petitioner to file within 5 days a motion to enlarge the issues in these cases.

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—The Commission on its own motion continued to August 24 the hearing now scheduled for August 17 on application for renewal of license of station WORL.

WALL—Community Broadcasting Corp., Middletown, N. Y.—Granted authority to determine operating power by direct measurement of antenna power (B1-Z-1614).

KVAK—S. H. Patterson, Atchison, Kans.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1615).

KFAB—KFAB Broadcasting Co., Lincoln, Nebraska—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1617).

WGAU—J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland, d/b as J. K. Patrick & Co., Athens, Ga.—Granted authority to make changes in automatic frequency control equipment (B3-F-256).

Albuquerque Broadcasting Co., area of Albuquerque, N. Mex.—Placed in pending file application for construction permit for new experimental television relay broadcast station (B5-PVB-104).

Placed in pending files, in accordance with Commission policy adopted February 23, 1943, the following applications for new high frequency FM broadcast stations:

The Cincinnati Times Star Co., Cincinnati, Ohio (B2-PH-289); The Palladium Publishing Co., Benton Harbor, Mich. (B2-PH-288); Racine Broadcasting Corp., Racine, Wis. (B4-PH-286).

WGKV—Kanawha Valley Broadcasting Co., Charleston, W. Va. (applicant for renewal of license); WGKV, Worth Kramer, Transferor, and Eugene R. Custer and Richard M. Venable, Transferees (applicants for transfer of control of Kanawha Valley Broadcasting Co., licensees of WGKV).—Deferred consideration on petition for leave to amend application for transfer of control in Docket No. 6581, until consideration of said applications on their merits, and ordered that the hearing notice in this matter be amended to add an additional issue.

Placed in pending files, in accordance with Commission policy adopted February 23, 1943, the following application for new commercial television broadcast station:

Seaboard Radio Broadcasting Corp., Philadelphia, Pa. (B2-PCT-72).

Placed in pending files, in accordance with Commission policy adopted February 23, 1943, the following application:

The Travelers Broadcasting Service Corp. (WTIC-FM), Hartford, Conn., for construction permit to change frequency from 45,300 to 43,400 kilocycles, change service area from 6,100 to 15,563 square miles, install new transmitter and antenna (B1-PH-287).

Minor E. Bragg and Robert C. Lipscomb, d/b as Murfreesboro B/C Co., Murfreesboro, Tenn.—Granted petition to dismiss without prejudice the application for construction permit for a new station. (Docket 6270)

WACO—Frontier Broadcasting Co., Inc., Waco, Texas—Granted motion for continuance of hearing now scheduled for September 11 to October 11, in re applications of WACO, Waco, Texas (Docket 6590); Beauford H. Jester, et al., Waco, (Docket 6218), KDNT, Denton, Texas (Docket 6352), and Truett Kimzey, Greenville, Texas. (Docket 6589)

WSAR—Fall River Broadcasting Co., Inc. (Assignee), Fall River, Mass.—Granted motion to accept as a part of the record in the hearing on application for voluntary assignment of license of WSAR, Exhibits "A" and "B"; opened the record in this case and made these exhibits part of the record, provided, however, that any additional proposed findings filed by assignor and assignee in re this application based upon this additional evidence, be filed within 5 days from this date. (Docket 5902)

Myron E. Kluge, Earl E. Williams, and C. Harvey Haas, a partnership, d/b as Valley Broadcasting Co., Pomona, Calif.—Granted petition for leave to amend application for construction permit (Docket 3610), and removed from the hearing docket the application as amended.

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Granted petition for continuance of hearing now scheduled for August 24 and continued same to September 11, 1944. (Docket 6626)

Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted petition for continuance of hearing now scheduled for August 25 and continued same to Sept. 25, 1944. (Docket 6231)

WRAL—Capitol Broadcasting Co., Inc., Raleigh, N .C.—Deny without prejudice petition for reinstatement and grant of application for construction permit to change frequency from **1240** to **850 kc.**, and increase power from 250 watts unlimited to 5 KW day, 1 KW night, directional antenna. (B3-P-3189) Denied request for special service authorization to operate on **850 kc.**, 250 watts, unlimited time for the period ending April 1, 1945. (B3-SSA-104)

Birney Imes, Jr., Meridian, Miss.; Mississippi Broadcasting Co., Inc., Jackson, Miss.; Mississippi Broadcasting Co., Inc., Macon, Miss.—Denied petition requesting the Commission to reconsider its action designating for hearing the application of Birney Imes, Jr., for construction permit for new station, and requesting grant of same; designated the Imes application for consolidated hearing with applications of Mississippi Broadcasting Co., Inc., for new stations at Jackson and Macon, Miss. (B3-P-3588, Docket 6596), (B3-P-3642) (B3-P-3612)

APPLICATIONS FILED AT FCC

1170 Kilocycles

NEW—H. Ross Perkins and J. Eric Williams d/b as New Haven Broadcasters, New Haven, Conn.—Construction permit for a new standard broadcast station to be operated on **1170 kc.**, power of 1 KW, and daytime hours of operation. Amended: re change type of transmitter and studio location.

1230 Kilocycles

NEW—Glens Falls Broadcasting Corp., Glens Falls, New York.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, with power of 250 watts, and unlimited hours of operation.

1240 Kilocycles

KGY—KGY, Inc., Olympia, Wash.—Voluntary assignment of license to Tom Olsen.

1340 Kilocycles

WCMI—The Ashland Broadcasting Co., Ashland, Kentucky.—Authority to determine operating power by direct measurement of antenna power.

1400 Kilocycles

NEW—Herbert Kendrick and G. L. Hash, a partnership, d/b as Harrisburg Broadcasting Co., Harrisburg, Penna.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts, and unlimited hours of operation.

NEW—Dixie Broadcasting Co., Montgomery, Ala.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, with power of 250 watts, and unlimited hours of operation.

WORD—Spartanburg Advertising Co., Spartanburg, S. Car.—Assignment of license to J. M. Bryan and Smith Davis, co-partners, d/b as Spartanburg Broadcasting Company.

WATW—Upper Michigan-Wisconsin Broadcasting Co., Inc., Ashland, Wisc.—Construction permit to change type of transmitter and increase power from 100 watts to 250 watts.

1460 Kilocycles

KTYW—Cascade Broadcasting Co., Inc., Yakima, Wash.—Modification of construction permit (B5-P-3559 as modified which authorized move of transmitter and studio and changes in antenna) for extension of completion date from 9-11-44 to 10-11-44.

1490 Kilocycles

KEEW—Eagle Broadcasting Co., Inc., Brownsville, Texas.—Assignment of license to Radio Station KEEW, Ltd.

FM APPLICATIONS

NEW—The Philadelphia Inquirer, a division of Triangle Publications, Inc., Philadelphia, Penna.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48100 kc.** with coverage of 15,500 square miles. Amended to change coverage to 12,850 square miles and changes in antenna.

NEW—WHB Broadcasting Co., Kansas City, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46900 kc.** with coverage of 9,200 square miles.

NEW—Bay Broadcasting Co., Inc., Bay City, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.** with coverage of 8,157 square miles.

NEW-KGKL, Inc., San Angelo, Texas—Construction permit for a new high frequency (FM) broadcast station to be operated on **45300 kc.** with coverage of 6,936 square miles.

NEW—WBEN, Inc., Buffalo, New York.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43300 kc.** with coverage of 21,830 square miles.

TELEVISION APPLICATIONS

NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Construction permit for a new experimental television broadcast station to be operated on **470000** to **486000 kc.**, power of 1 KW, and special emission. Amended: to change frequencies requested to **460000** to **476000 kc.**

NEW—The Connecticut Television Co., Greenfield Hill, Conn.—Construction permit for a new commercial television broadcast station to be operated on Channel #8 **(162000-168000 kc.**, ESR of 1,810.

NEW—WDAS Broadcasting Station, Inc., Philadelphia, Penna.—Construction permit for a new commercial television broadcast station to be operated on Channel #9 **(180000-186000 kc.)**

NEW—P. R. Mallory & Co., Inc., Indianapolis, Ind.—Construction permit for a new experimental television broadcast station to be operated on Channel #2 **(60000-66000 kc.)**.

NEW—National Broadcasting Co., Inc., Los Angeles, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 **(66000-72000 kc.)**. Amended to specify an ESR of 14,000 instead of 1,400.

MISCELLANEOUS APPLICATIONS

NEW—National Broadcasting Co., Inc., New York, N. Y.—Extension of authority to transmit recorded programs to all broadcast stations under the control of the Canadian authorities that may be heard consistently in the United States for the period beginning 9-15-44.

NEW—National Broadcasting Co., Inc., New York, N. Y.—Extension of authority to transmit programs to Stations CBL and CBM and other stations under the control of the Canadian Broadcasting Corporation for the period beginning 9-15-44.

WNRX—National Broadcasting Co., Inc., Bound Brook, N. J.—License to cover construction permit (B1-PIB-50 as modified) for a new International Broadcast Station.

Federal Trade Commission Docket

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why cease and desist order should not be issued against it.

Travellers Luggage Co., 7 Broadway, New York, selling and distributing at retail, golf equipment, trunks, brief cases, fountain pens, novelties and other articles of merchandise, are charged in a complaint with misrepresentation. The complaint charges that the respondents have disseminated false and deceptive representations with respect to the character of their business and the sale prices of their various articles of merchandise. Such representations are made by means of price tags affixed to the merchandise and by "discount cards" and other advertising media issued and distributed to their customers, including business firms many of whom buy for their own use or the use of their employees, and not for resale. (5205)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Caradine Hat Company, 8 South 4th Street, St. Louis, Missouri, engaged in importing, manufacturing and selling various types and grades of hats, has been ordered to cease and desist from violation of the Robinson-Patman Act by discriminating in price between different purchasers of its hats of like grade and quality. The respondent owns a number of subsidiaries, among which are The Superior Hat Company, William T. Christmas Company, Cardinal Hat Company, The Independent Hat Company, Richard Van Lier, Inc., Fitwell Hat Company and Helmet Corporation of America, all of which have offices at 18 South Fourth Street, St. Louis. (5151)

Holzbeierlein & Sons, Inc., 1849 7th Street, N. W., Washington, D. C., manufacturing and distributing bread under the name of "Bamby Bread," has been ordered to cease and desist from violating the Robinson-Patman Act in connection with the sale of bread. (5020)

National School of Electronics, 529 South 7th Street, Minneapolis, Minn., selling courses of study and instruction in electronics, photo cells, television, and radio, has been ordered to cease and desist from misrepresentation. Prior to June 6, 1938, the respondent was engaged in business as the National Institute of Technology, which name was discontinued pursuant to a stipulation he executed with the Commission. (4586)

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTO,N 6, D. C. Vol. 12, No. 35 September 1, 1944

The President

FOREWORD

Sixteen months have elapsed since the 1943 War Conference in Chicago. During ten months of that period Neville Miller served as President of the National Association of Broadcasters, retiring on March 1, 1944; for almost two months C. E. Arney, Jr., Secretary-Treasurer, on designation of the Board of Directors served as Managing Director of the Association, while I have been in office about four months. This has produced a composite pattern for the Presidency and as during most of the time I was not actively connected with the NAB, the majority of the important happenings during this period will be found covered in the report of the Secretary-Treasurer.

WAR ACTIVITIES

Naturally during this period of critical national life the first concern of the Association, as of its member stations, has been directed toward the furtherance of the efforts of America at war. In all compaigns conducted by the Government, whether through the War and Navy Departments or through other Governmental agencies, the Association has been active in suggesting, handling and directing the radio part of these campaigns and the Association has been handsomely and effectively supported by every radio station in the country, member and non-member alike. I take this opportunity to thank the broadcasting stations, on behalf of the NAB, for the tremendous support they have given in all of these undertakings.

These campaigns have covered recruitments for all branches of the armed forces, such as marine officers, glider pilots, coast guardsmen, Army-Navy nurses, signal corps personnel, Army specialists; recruitments for civil services, such as war workers, non-combat pilots, etc.; war bond drives; salvage and conservation campaigns; requests for blood donors; such informative campaigns as those revolving around railroad travel, V-mail, shoe rationing and other forms of OPA activities, etc.

It is difficult even for those who have been engaged in this work to judge really adequately its tremendous scope. It has been estimated that from the beginning of the war to January 1, 1944 broadcasting has furnished over 54,000,000,000 listener-impressions directed to the war effort. A listener-impression is a message broadcast one time to one person. On the basis of the above estimate this figure means that some message relating to the war has been brought home over 400 times on the average to every man, woman and child in this country—an accomplishment of truly gigantic proportions.

As might be expected from the foregoing account the monetary value of the time dedicated to the furtherance of war measures by both advertisers and networks and radio stations themselves has been enormous. Conservatively figured, the value of this contribution for the year 1943 alone reached the formidable figure of $202,000,000.

The invasion of Normandy to liberate France and crush the German armies placed upon radio its greatest responsibility to do an effective news-reporting job. Radio reporters equipped with wire recorders accompanied the first waves of troops on to the beachheads and the American public was given a never-to-be-forgotten account of the battle as it progressed with the accompaniment of the fearful sounds of modern warfare. The general comment on radio's performance during this critical test has been almost universally commendatory. Broadcasting has marked a new high in factual and first-hand reporting of the war in its progress.

We hear a great deal today on the subject of reconversion. Broadcasting must be prepared to make its reconversion after the war, just as much as must manufacturers and other industries. We have become accustomed to the high interest of the public in all war news during these critical times. When the war is over will the public continue to want news over the air? The wise radio station is at this time preparing for the period when the keen public interest in news will have become somewhat dulled and is now so building its news services that it will be prepared after the war to retain the interest of its listeners in the presentation of the news of a world at peace, and through this dissemination of news and information play its part in maintaining peace throughout the world.

THIS CONFERENCE

It was only after the most thoughtful consideration that it was determined to hold this Executives' War Conference. The meeting had once been postponed from spring until this date in order to conflict as little as possible with the problems of the railroads. We have been in close communication with the railroads themselves and as the time for this meeting approached we felt that it was increasingly desirable from the public viewpoint as well as our own that the meeting be held now instead of being deferred to a later date, which in all probability would have to be some time in the early part of 1945. The position of the Association as well as the activities of each individual station have become so intertwined with the war effort that it is imperative that we get together once in a while and review what progress has been made and plan for the future. In this way we can be of infinitely more value to our country. A distinctly lesser reason is found in the fact that all the activities of the NAB run from meeting to meeting, including the terms of office of directors, the appointment and functioning of Committees, etc., and that no provision has been made for the omission of such a meeting. One of the proposed amendments to the by-laws is designed for the future coverage of this omission.

NAB COMMITTEES

It has been truly observed that the work of the NAB revolves about the work of its committees. These are most important to the functioning of the home office and are at the same time most instrumental in transmitting the though and planning of the individual station into the work of the Association. The quite detailed account of the actions of the various committees is contained in the individual reports of the several Directors. I want here to cover the highlights of the labors of the committees of the NAB.

Accounting Committee. This committee met once during the year, suggested simplification of the FCC Annual Employee and Financial Data form and appointed a subcommittee to draft a revision of the NAB Accounting Manual.

Code Compliance Committee. This committee has met once since the last convention. It gave a detailed study to the application of the Code to labor broadcasts. A complete statement was published in the NAB reports. Scheduled for discussion at Chicago is the recently issued CIO Radio Handbook with its attack on the Code.

Executive Engineering Committee. This committee has met twice since the 1943 War Conference. The most important matters considered were the NAB training program for women studio operators and the NAB participation in the Radio Technical Planning Board. Another meeting of this committee is planned early in September to discuss NAB proposals in connection with post-war allocations.

Insurance Committee. There has been no meeting of this committee held since the last convention.

Labor Executive Committee. This committee has held one meeting and has considered the problems growing out of the action of the American Federation of Musicians in connection with the ban on recordings and the platter-turner situation. It has also considered the activity of the American Federation of Radio Artists in their attempt to establish the principle of additional fees for assigned announcers.

Legislative Committee. This important committee has had seven meetings since the 1943 conference. It has furnished the Senate Interstate Commerce Committee with its opinions on the several legislative proposals submitted. It is believed that while no legislation has been secured there is greater recognition of the need for remedial and definitive legislation than ever before.

Post-War Planning Committee. No meeting of this committee has been held.

Program Managers Executive Committee. This committee has met once since the last convention, and at the meeting outlined programming standards and inaugurated a series of articles, the first five of which have been run as Special Program Managers' Bulletins in the NAB REPORTS.

Public Relations Committee. This committee has met twice since the last conference. It has developed and put into operation a complete industry plan of public relations involving organization of districts and stations and assembling the text and photographs for a 125-page book on public relations entitled "Management in the Public Interest" now ready to go to press.

Audience Measurement Bureau Committee. This committee met once during the period, considered the Resolution passed by the 1943 conference regarding an establishment of a Bureau of Audience Measurement and recommended to the Board that such a Bureau be established.

Radio News Committee. This committee met once since the last conference and studied the need for courses in Radio Journalism resulting in a proposed Council on Radio Journalism to establish standards and install courses in Radio Journalism in American schools and colleges.

Research Committee. This committee has been most active during the last year, having had three conferences, each lasting two days. The Technical Subcommittee, which was appointed for consideration of the coverage problem, had four formal meetings and numerous informal meetings. The committee compiled and published "Radio Market Data Handbook"; compiled and released the estimate of radio sets in use January 1, 1944; in a series of progressive steps developed the station coverage project to the point of presentation to this Executives' War Conference.

Retail Promotion Committee. Since the 1943 conference this committee proceeded in continuous session to develop the showing of "Air Force and the Retailer" and supervised its presentation in 111 cities during the fall of 1943 and several additional cities during this calendar year. At the request of this committee Mr. Avery prepared the "How to Do It" booklets.

Sales Managers Executive Committee. This committee has held five meetings since April, 1943. Since January, 1944 the committee has taken over the activities of the Retail Promotion Committee, has acted in close cooperation with the National Retail Dry Goods Association through participation in their Sales Promotion Clinic held in Cincinnati and by continuing contacts with leaders in the retail field, has presented a talking motion picture and transcribed report on Broadcast Advertising on the invitation of the Proprietary Association of America, has assisted the Research Committee in the development of recommended standards for the determination of station coverage.

Small Market Stations Committee. This committee, formed since the last conference, has held two meetings. It studied the basic difficulties of small market stations and will present the result of these studies at this meeting. The committee also explored the developments in FM and Television that are likely to affect small market stations.

Music Committee. This committee has held three meetings since the last conference. It has devoted its time to a study of the rights and obligations of ASCAP and the broadcasters under the new contracts based upon the Consent Decree. It will report the result of its findings to this conference.

From the above list the scope of the work of the Association during the past sixteen months can be seen. It has been concerned with problems in every field of broadcasting and has covered a very wide territory.

NAB MEMBERSHIP

Feeling that the effectiveness of this industry organization increases in proportion as the representation of all broadcasting stations in its membership grows, the Association takes great pride in its addition of almost 100 members since the 1943 conference. At various times broadcasters have been accused of not being in agreement themselves as to what they wanted or as to plans for action. I cannot see that this is a bad fault. There are over 900 broadcasting stations licensed in the United States and it would be a miracle of miracles to have every one of them agree on every problem that arose. There are tremendous differences in power, markets and program habits as well as local conditions, all of which lead to a divergence of opinion. Certainly no body so large in size as this membership can or should be expected to agree on every question presented. The interplay of divergent viewpoints should help progress rather than retard it. The point to be remembered, however, is that once the majority has decided on a definite policy on fundamentals the differences in opinion should be subordinated if broadcasting as an industry is to make the progress it should.

The NAB needs the support of all radio stations and we are bold enough to feel that each radio station needs the support of the NAB.

THE PRESIDENCY

The term of my office as President expires on July 1, 1945. Very shortly a committee will be appointed to consider the question of the new President. Any suggestions that may be offered will, I am sure, be most acceptable to this committee.

CONCLUSION

These sixteen months have been a period of considerable growth for the Association and of an opportunity for national service which has been equally accepted. The Association is sound financially and is equipped to serve broadcasters as they develop use for its services. May you continue to demand the best of us and to expect us to fulfill our obligations.

J. HAROLD RYAN

Secretary-Treasurer

The preparation of this report is made somewhat complicated by events which have occurred since the War Conference here in Chicago in April of 1943. The complications arise out of changes which have taken place within the organization resulting in the assumption of additional duties by the Secretary-Treasurer's office.

Chronologically, changes are as follows: On June 1, 1943, Russell Place, Director of the Legal Department, resigned to accept an important civilian post with the Office of Strategic Services. Since that time the bulk of the legal work has devolved upon the Secretary-Treasurer. On January 1, 1944, Joseph L. Miller, Director of Labor Relations, became a Lieutenant in the Navy. Since that time the labor relations work has been handled in the office of the Secretary-Treasurer.

On March 1, 1944, Neville Miller terminated his presidency and for the period from March 1 until April 15, when Harold Ryan assumed his presidential duties, the Secretary-Treasurer, as Acting Managing Director, discharged some of the duties of the presidency. To further complicate the situation Neville Miller left for his new duties abroad without having had time to prepare a report of the presidential activities in the period from May 1, 1943, until the time of his departure on March 1, 1944.

Without any attempt to segregate the various duties we will endeavor to make this report cover in a general way all of these activities. Detailed information of the work of the various departments will be found in the reports of the NAB staff members. To fully comprehend the broad field which NAB covers, every member is urged to carefully read these individual reports for they contain information of much value. A reading of them may also tend to encourage the greater use of the services of the NAB staff by the membership.

SUPREME COURT DECISION—LEGISLATION

Almost immediately following our April 1943 War Conference, the Supreme Court on May 10 handed down the decision upholding the right of the FCC to enforce the so-called network rules. The broad language used by the Court in sustaining the Commission's position aroused intense feeling thoughout the industry. There was spontaneous editorial comment in the press calling for revision of the law in the interests of preservation of free speech. There was a very definite feeling of anxiety that the law, as interpreted by the Court, gave to the Commission powers over the operation of licensees, including programs and business policies, which would lead ultimately to the serious impairment of the American System of Broadcasting.

Efforts were immediately undertaken to hasten consideration of the legislation then pending in Congress. It was the consensus of opinion throughout the industry that only by Congressional action could the broadcasting industry be protected in its operation and be relieved of governmental interference. The full story of our legislative activity is contained in another part of these reports.

WAR SERVICE

Throughout the entire period, the major portion of the time of the NAB staff has been devoted to cooperative activity with the many governmental agencies which deal directly with our war effort. We have worked in unison with the War Finance Division of the Treasury Department in the 4th and 5th War Loan Campaigns. There has been constant contact and cooperation with the Office of War Information and with the Public Relations Divisions of the Army, Navy and Marine Corps. We have maintained steady liaison with the War Advertising Council and have assisted in supporting that activity.

Testimony as to the value of the services rendered is contained in the "Certificate of Appreciation" awarded by the Signal Corps fully described in the report of the Director of Promotion and Circulation.

With becoming modesty the Director made no reference to another citation. It follows:

WAR DEPARTMENT
Army Service Forces

SPSAY 200.6 Awards

Office of the Chief Signal Officer
Washington

15 July, 1944.

Mr. Arthur Stringer, *Secretary*
NAB War Committee
National Association of Broadcasters
1760 N Street, N. W.
Washington 6, D. C.

Dear Mr. Stringer:

It gives me genuine pleasure to inform you that a CERTIFICATE OF APPRECIATION has been awarded to you for your excellent cooperation and patriotic service to our country in the present world-wide conflict.

The leadership which you displayed in cooperating with the Signal Corps in the development of the Signal Corps Enlisted Corps Pre-Service Training Program was of material aid in the fulfillment of the Signal Corps' responsibility of providing the Army with the world's finest military communications.

Within the next few days, Lt. Colonel Charles J. McIntyre of this office will be in touch with you in reference to the delivery of the Certificate together with an appropriate pin.

Sincerely yours,
(S.) H. C. Ingles
H. C. Ingles,
Major General
Chief Signal Officer.

All stations have been kept abreast of developments in selective service procedure directly affecting their interests and a series of supplements to the Selective Service Handbook has been issued for their information and guidance.

As a further aid to broadcasters in meeting personnel problems arising out of withdrawals of technical personnel by the armed services, NAB cooperated with the Federal Communications Commission in compiling a list of technicians available for employment and many of these were placed.

THE LABOR FRONT

The action of James C. Petrillo, President of the AFM, in continuing his ban on recordings has caused a considerable amount of activity on the part of NAB. At the instance of some of the recording companies the matter was taken before the War Labor Board and referred to a panel which held a long series of hearings. All of these developments were followed very closely by NAB and a full report of them will be made at this Conference by our special counsel, Sydney Kaye.

The activity of the American Federation of Radio Artists in seeking an extension of the principle of assigned announcers fees has caused considerable concern and a great deal of our time has been devoted to that development. The WMAL case now pending before the War Labor Board for final decision is of extreme importance and has been carefully watched and appropriate assistance has been rendered counsel representing the station in that case. Likewise, we have conferred with the attorneys representing the Class B stations in Chicago with reference to their case which involves this principle and a full report of that will be made before this Conference.

Prior to his departure from the NAB staff, Joseph L. Miller compiled and made available to all broadcasters the Decisions of the National Labor Relations Board. This document is of great value to all broadcasters.

In many individual cases assistance has been rendered to stations in connection with the negotiation of labor contracts and in interpreting provisions of the Wage Stabilization formula and Wage and Hour Act. The War Manpower Commission rules and regulations respecting job referral and employment ceilings have been interpreted upon individual request and made available through the REPORTS.

THE CODE AND PROGRAMMING

Considerable time has been devoted to bringing about better understanding of the NAB Code and the basic concepts which underlie its provisions. Serious attacks have been made upon the Code by certain organized groups and NAB has sought constructively to meet this challenge.

As another means of aiding the broadcasters in more adequately and completely serving the public, a Program Directors Committee was organized and has functioned effectively in laying the foundation work for constructive improvement in the programming field.

BROADCAST ADVERTISING

The work of the Department of Broadcast Advertising has been outstanding. Under the chairmanship of Paul W. Morency the Retail Promotion Committee carried through a project conceived by the Department of Broadcast Advertising and approved by the Board in 1942. No attempt will be made in this report to give details of this project or the results which followed. These will be embodied in the report of the Broadcast Advertising Director. We believe this particular activity is one of the really outstanding efforts made by a trade association as a measure of direct service to its membership. A complete outline of the project has been submitted for the consideration of the American Trade Association Committee of Awards. No decision has been announced by the Committee.

Pursuant to the action of the membership at the 1943 meeting, a Small Market Stations Committee was created. This Committee has held two very fruitful meetings and a complete report will be submitted. No activity which the Association has conducted gives promise of more constructive contribution to the betterment of the industry than does this activity. Any effort to strengthen the small market stations and enable them to more effectively discharge their obligation of serving the public interest must certainly redound to the benefit of the entire industry.

GOVERNMENT QUESTIONNAIRES

The increase in the number of questionnaires sent out by the various government departments to industries of all kinds resulted in the creation early in 1943 of the Committee on Government Questionnaires, upon which all important industries are represented. The objective is to bring about a diminution in the number and an improvement in the type of questionnaires. NAB is represented on this committee and has joined in its financial support. Real progress has been made and many questionnaires which otherwise would have been sent to broadcasters were eliminated; others were materially reduced in content.

RADIO NEWS

The Radio News Committee of NAB was created with the primary purpose of bringing about better trained personnel to prepare and broadcast radio news. As a first step a cooperative enterprise has been undertaken with the American Association of Schools and Departments of Journalism looking to the establishment of a standard curriculum of radio journalism. A complete report of the project will be made at this Conference. Every effort will be made to follow this work through and consolidate the advantages thus far gained.

TECHNICAL DEVELOPMENTS

In the fall of 1943 President Miller, with the Director of Engineering, met with representatives of technical organizations such as the Institute of Radio Engineers, Radio Manufacturers Association and others and perfected the organization and financing of the Radio Technical Planning Board. This Board is one of the most important agencies in the field of post war planning for out of it will come the basic recommendations which will govern technical standards for the broadcasting industry in the years lying ahead. Howard Frazier, NAB Director of Engineering, serves on all panels of the Board and is chairman of the Standard Broadcasting Panel.

RESEARCH

In the field of research, NAB activities during the past several months have been many. A special committee was created to give preliminary study to an industry formula for station coverage. Following this the Research Committee perfected the plan and the industry seems finally to be in a position to adopt a uniform standard for station coverage maps and presentations. Unquestionably the accomplishment of this result will be of immeasurable value to broadcasting as an advertising medium. A detailed report will be submitted.

Audience measurement has also been given a great deal of attention and a program for future activity will be submitted.

MUSIC COMMITTEE FORMED

Following a year and a half of operation under the revised ASCAP contracts which grew out of the consent decree, it became quite apparent that some steps to protect the interest of per-program licensees was necessary. A strong committee was created in the fall of 1943 headed by Campbell Arnoux. Too much credit cannot be given this committee for the splendid results which it has accomplished in clarifying the respective rights and obligations of ASCAP and the broadcasters. Mr. Arnoux will submit a complete report at one of the sessions of this Conference.

FREC DEVELOPMENTS AND OTHER EDUCATIONAL ACTIVITIES

FREC has been constructively active. The previous quarterly meetings which the committee had held were abandoned and semi-annual meetings were substituted. At these meetings individual members of the committee were assigned topics upon which papers were prepared. This has resulted in a more thorough consideration of many of the phases of educational broadcasting and constructive suggestions to meet the problems which arise. The papers thus far delivered have been published and made available to the industry.

The NAB staff has been represented at meetings of the School Broadcast Conference at Ohio State University and at the conference of the Association for Education by Radio and has taken a part in all of these meetings.

DISTRICT MEETINGS AND MEMBERSHIP

Since our last report a total of 15 district meetings has been held at all of which one or more members of the NAB staff were present. In addition officials from various government agencies and associate members also attended. These district meetings have grown to be increasingly important as a means whereby members of the staff may obtain a better perspective; acquaint themselves with the industry's thinking and bring home to broadcasters the importance of the work which NAB is doing. All meetings have been well attended and the discussions have been constructive. A table showing the dates and places of these meetings follows:

District	*Date*	*Place*
7	July 23, 1943	Cincinnati, Ohio
11	August 4–5, 1943	Minneapolis, Minn.
15	August 6, 1943	San Francisco, Calif.
4	September 3, 1943	Asheville, N. C.
2	August 24, 1943	Syracuse, N. Y.
5	September 10, 1943	Atlanta, Georgia
8	February 1, 1944	Indianapolis, Ind.
10	February 4–5, 1944	Omaha, Nebraska
14	February 7–8, 1944	Denver, Colorado
16	February 11, 1944	Los Angeles, Calif.
13	February 13, 1944	Dallas, Texas
12	February 21, 1944	Tulsa, Oklahoma
6	February 24–25, 1944	Memphis, Tennessee
2	March 2–3, 1944	New York, N. Y.
3	March 6–7, 1944	Pittsburgh, Pa.

NAB membership has materially increased since our meeting in 1943. At that time the membership stood at 526. As of the 8th of August 1944, the membership stands at 624. The following tables show the detail of membership:

NAB Membership by NAB Districts

District	*April 15, 1943*	*August 8, 1944*
1	34	35
2	34	40
3	27	36
4	54	58
5	49	54
6	37	44
7	25	35
8	20	20
9	23	29
10	35	41
11	21	23
12	19	25
13	20	37
14	21	27
15	25	25
16	24	27
17	33	36
FM	4	4
Networks	2	2
Associate	19	26
Total	526	624

NAB Membership by Dues Classification

Class	*April 15, 1943*	*August 8, 1944*
A	76	65
B	70	87
C	93	86
D	51	62
E	56	77
F	33	50
G	30	42
H	24	29
I	19	29

(Continued on page 4)

(Continued from page 3)

Class	*April 15, 1943*	*August 8, 1944*
J	16	16
K	7	12
L	8	9
M	4	4
N	3	8
O	7	6
P	7	12
Q	1	2
R	0	0
S	0	0
T	0	0
U	0	0
V	2	0
W	0	2
X	0	0
Associate	19	26
Total	526	624

NAB Membership by Network Affiliation as of August 8, 1944

			NAB Member	*Per Cent Membership*
Total Network Affiliates		656	484	73.8%
Blue	195		140	71.8%
CBS	142		115	81.0%
MBS	223		147	65.9%
NBC	142		118	83.1%
Less Duplicates*	−46		−36	
Non-Affiliates		268	108	40.3%
Total Standard Broadcast		924	592	64.1%
Frequency Modulation			4	
Networks			2	
Associate Members			26	
Total NAB Membership			624	

* Duplicates:

Blue and MBS	31	26 NAB members
Blue and NBC	2	1 " "
CBS and MBS	5	4 " "
NBC and MBS	8	5 " "

Contact with Membership

The weekly NAB REPORTS constitute the principal medium through which NAB maintains general and regular contact with the membership. In addition to these REPORTS many special bulletins have been issued. These special bulletins are designed to carry to broadcasters complete information on important developments in the many fields in which the Association is active. Following is a list showing the title and number of special bulletins issued in the period since April 1943:

The Beam (Association of Women Directors)	5
Special AFM Bulletin	14
Broadcast Advertising Bulletin	13
Legislative Bulletin	39
Special Information Bulletin	17
Broadcast Engineering Bulletin	3
Special Music Bulletin	3
War Bulletin	1
Swap Bulletin	28
Supplements to Selective Service Handbook	14
Retail Promotion Bulletin	7
Tax Bulletin	3

RESIGNATIONS

We have previously indicated the resignations of Russell Place, Director of the Legal Department; Joseph L. Miller, Director of Labor Relations; and the leave-taking of Neville Miller. In addition, Everett E. Revercomb, who in point of service was the veteran on the NAB staff and served as auditor and comptroller, resigned on June 1, 1943, to accept a commission as Ensign in the Navy. He is now serving with the Division of Naval Communications in Washington. Walt Dennis, who served from March 1943 as Chief of the NAB News Bureau, resigned in November to become Public Relations Director of Radio Station WHN in New York.

REPLACEMENT AND ADDITIONS

The task of replacing these efficient and experienced staff executives in normal times would have presented a problem of major proportion, but under war-time conditions it proved to be an almost impossible task. No replacement was obtained for either Mr. Place or Mr. Joseph Miller until almost coincident with this writing, when John Morgan Davis was named by President Ryan to the position of General Counsel with specific authority over labor relations. In September 1943 Robert T. Bartley joined the NAB staff as Director of War Activities. Mr. Bartley acts as liaison between the NAB and the several departments of the government and acts as secretary to the Legislative Committee. Harold Ryan succeeded Neville Miller as President effective April 15. Mrs. M. O. Hathaway became auditor on June 1, 1943. No replacement was secured for Mr. Dennis.

CLERICAL STAFF LOYAL

It is gratifying to report that the NAB clerical staff, while experiencing what might be termed normal changes, has not been tempted to leave for what are undoubtedly more attractive salaries in government employ. We now have a competent staff on both the administrative and clerical side. The members of the staff have assumed additional burdens incident to vacancies and have cooperated splendidly. The complete personnel follows:

Personnel

Executive Staff:

J. H. Ryan, President
C. E. Arney, Jr., Secretary-Treasurer

Administrative Staff:

Robert T. Bartley, Director of War Activities
John Morgan Davis, General Counsel in charge of Labor Relations
Willard D. Egolf, Director of Public Relations
Paul F. Peter, Director of Research
Arthur C. Stringer, Director of Promotion and Circulation
Lewis H. Avery, Director of Broadcast Advertising
Howard S. Frazier, Director of Engineering
Helen H. Schaefer, Assistant to Director of Research
M. O. Hathaway, Auditor

Secretarial, Clerical and Part time:

Ella P. Nelson, Private Secretary
Louise Collins, Private Secretary
Geraldine Finnegan, Secretary
Helen McNulta, Secretary
Zelda Dreisen, Secretary
Helen Morris, Secretary
Jane A. Fry, Secretary
Frederica Clough, Secretary
Margaret Garlitz, Senior Stenographer
Mary G. Lucas, Librarian

Lillian Atherton, Bookkeeper
Mary M. Jackson, Switchboard Operator
Lynne M. Lamm, Reporter
Fausto Ilas, Clerk and Messenger
Roland Anderson, Clerk and Messenger
Walter Jones, Clerk and Messenger
Eunice Bishop, Charwoman
William Jackson, Janitor

New York Office:

Dorothy Lewis, Coordinator of Listener Activities
Carla DeRiso, Secretary

FINANCIAL

Although the books of NAB are kept upon a calendar year basis, we have had compiled a statement revealing the income and outlay of the Association for the entire period since the 1943 Conference. The books are audited annually by independent certified public accountants and copies of that report are submitted to all Directors. Following is a general financial statement:

NATIONAL ASSOCIATION OF BROADCASTERS

Statement of Income and Expense

For the Period April 1, 1943, to June 30, 1944

Cash on Hand, April 1, 1943...... (As reported at 1943 Convention)	$36,998.49	
Less: Accounts Payable, March 31, 1943......................	9,634.69	
	27,363.80	
Income		
Receipts from all Sources.........	499,223.87	$526,587.67
Expense		
President's Department..........	$ 57,774.96	
Treasurer's Department..........	31,556.17	
Research......................	21,532.28	
Public Relations...............	25,644.16	
Labor Relations................	6,720.58	
Legislative.....................	24,644.35	
Engineering....................	10,419.14	
Broadcast Advertising...........	16,933.65	
Promotion......................	11,356.83	
New York Office................	66,340.75	
General Administrative..........	175,377.43	448,300.30
		78,287.37
Add: Accounts Payable, June 30, 1944.........		7,497.38
Cash on Hand, June 30, 1944.................		$ 85,784.75

If any member desires more complete information with reference to any of the activities or the finances of NAB, such information will be cheerfully given.

Respectfully submitted,

C. E. Arney, Jr.,
Secretary-Treasurer.

August 8, 1944.

Department of Broadcast Advertising

RETAIL PROMOTION PLAN

Quite properly, a review of the activities of the Department of Broadcast Advertising begins with a report of the Retail Promotion Plan. At the meeting of the NAB Board of Directors, held in Chicago just prior to the NAB War Conference in April, 1943, the Committee was loaned sufficient funds to complete the project and to make the presentation in major cities from coast to coast.

But, with equal propriety, no report of this activity can begin without a tribute to the untiring energy and unselfish work of the Chairman of the Retail Promotion Committee. Despite a maze of complications and difficulties, he steered the project to completion and through 117 showings before nearly 25,000 retailers. The whole industry owes an exceptional debt of gratitude to

Paul W. Morency

Who devoted more than half of his time, without thought of compensation or reward, to the stewardship of the pledges of subscribing stations and the funds loaned by NAB. From early May to mid-December, 1943, Mr. Morency carried the major burden of the greatest promotion ever undertaken by any advertising medium.

To assist him in the study and preparation of the Retail Promotion Plan, Mr. Morency appointed the following Committee in 1942, which carried through to the completion of the project:

Robert E. Bausman, WISH-Indianapolis, Ind.
Gene L. Cagle, KFJZ-Fort Worth, Tex.
William Crawford, WOR-New York, N. Y.
Dietrich Dirks, KTRI-Sioux City, Iowa
John Esau, KTUL-Tulsa, Okla.
Kenneth K. Hackathorn, WHK-WCLE-Cleveland, Ohio
Arthur Hull Hayes, WABC-New York, N. Y.
Walter Johnson, WTIC-Hartford, Conn.
C. L. McCarthy, KQW-San Francisco, Calif.
James V. McConnell, WEAF-New York, N. Y.
John M. Outler, Jr., WSB-Atlanta, Ga.
Oliver Runchey, KOL-Seattle, Wash.

Even as it owes a debt of gratitude to Mr. Morency, the broadcasting industry owes a vote of thanks to the members of the Retail Promotion Committee for their longtime service in the cause of retail radio advertising.

Preliminary discussions and investigations of the Committee had revealed two factors that retarded the increased use of broadcast advertising by department stores and other leading retailers. They were:

1. A definite lack of understanding of the retailers' problems on the part of broadcasters.
2. Too little knowledge of the uses of broadcast advertising on the part of retailers.

With the problem thus resolved, the need for outside, professional counsel became apparent. After a careful examination of the field, Sheldon R. Coons, nationally famous retailer and business counsel, was selected. Under his guidance, a basic plan was evolved, research and study undertaken.

In the preparation of the Plan, Mr. Coons worked with Dr. Julius Hirsch, Senior Consultant to OPA and former Price Administrator for the German Reich, who gathered a symposium of literature on the problems and cost of retail distribution.

Dr. Paul F. Lazarsfeld, Director of the Office of Radio Research at Columbia University, was retained to make a new and original analysis of the psychological appeals of broadcasting. He and his staff prepared the most complete study that has ever been undertaken in this field.

The planning and production of the presentation in its final dramatic form was supervised by W. H. Knowles, Vice President of the Jam Handy Organization.

In the course of the work, frequent discussions took place with many individuals engaged in both retailing and broadcasting, and in other fields related to these.

Plan Presented in Five Parts

The so-called Master Showing of the Retail Promotion Plan was presented in five parts:

1. "Air Force and the Retailer"—this twenty-two minute talking motion picture traced the history and development of retailing from the itinerant peddler to the chain store and super-market.
2. "Looking Forward"—this chart talk by the master of ceremonies contained a critical analysis of the post-war problem of distribution.
3. "America Takes to the Air"—this fourteen-minute talking motion slide film traced the growth and development of broadcasting in the United States. It included evidence of the hold which broadcasting has upon the American people.
4. "Why Radio Works"—this twenty-four-minute talking motion picture was based on entirely original research by the Office of Radio Research of Columbia University.
5. "The Commercial"—this closing chart talk by the MC contained specific suggestions for the use of broadcast advertising by department stores and other leading retailers.

Before any film was exposed or charts prepared, a preview of the Plan was presented at a joint meeting of the Retail Promotion and Sales Managers Executive Committees in New York on July 15 and 16, 1943. From the comments, criticisms and suggestions of the Committee members, the final production of the presentation was undertaken.

"How To Do It" Booklets

While the Master Showing was in production, the Director undertook the preparation of the "How To Do It" booklets, which were designed to supplement and implement the presentation. These booklets included:

"Radio and Retailing in 1943"
"How To Buy Radio Time"
"The Elements of a Successful Radio Program"
"How To Measure Radio Audiences"

The concluding booklet in the series, "How To Promote Your Program," will be issued shortly, based upon the actual experiences of outstanding retail radio advertisers—some of whom have embraced the medium since "Air Force and the Retailer" was shown in their communities.

During the production of the Plan, C. E. Arney, Jr., NAB Secretary-Treasurer, prepared the tour schedules and handled the thousand and one details of the showings in 111 cities. Without his experienced assistance, the complicated routing of eight complete units, using fourteen MCs, would never have been possible. The Director wishes to thank Mr. Arney through this medium for his constant and invaluable counsel and work.

MCs Tour With Plan

As the presentation neared completion, fourteen leaders in the broadcasting industry were selected to act as Masters of Ceremonies at the showings throughout the country. To insure a uniform and professional presentation of the Plan, these MCs were given one week of schooling—part of the group in New York and the balance in Detroit.

Special mention should be made of the voluntary service of these MCs. Each took a minimum two-week schedule, involving one-day stops in each community. Carrying charts and films that weighed 75 pounds and shepherding two crates that totaled 290 pounds, the MCs met every scheduled showing with an amazing minimum of mishaps. Again, the thanks of the broadcasting industry are certainly due these MCs who contributed the final touch to the success of the Plan.

The MCs who presented the Plan in its nationwide tour included:

M. F. Allison, WLW-Cincinnati, Ohio (now Lieut., j.g, U. S. Navy)
C. E. Arney, Jr., NAB-Washington, D. C.
Lewis H. Avery, NAB-Washington, D. C.
Harry Burke, WOW-Omaha, Neb.
James Gaines, NBC-New York, N. Y.
Arthur Hull Hayes, CBS-New York, N. Y.
Kingsley F. Horton, WEEI-Boston, Mass.
Walter Johnson, WTIC-Hartford, Conn.
Robert T. Mason, WMRN-Marion, Ohio
John M. Outler, Jr., WSB-Atlanta, Ga.
Clyde Pemberton, KFJZ-Fort Worth, Tex.
Willan C. Roux, NBC-New York, N. Y.
Frank V. Webb, KDKA-Pittsburgh, Pa.
Frank Parke Wright, San Francisco Retail Radio Bureau, San Francisco, Calif.

Starting at the Hotel Statler in Washington on Tuesday, October 12, 1943, the Plan was shown in 111 cities before more than 23,000 retailers up to and including the presentation in Detroit on Tuesday, December 7, 1943. Since January 1, 1944, it has been presented in six additional cities, so that it has now been seen by nearly 25,000 retailers in 117 cities. One additional showing is even now booked for sometime after September 1.

Industry Reaction

During the course of the tour, a few radio station executives expressed dissatisfaction with the material contained in the presentation and with its reception in their communities. At the same time, more than 100 broadcasters wired or wrote enthusiastic praise for the project. It is the general consensus that the Retail Promotion Plan came as near to selling radio as can be done in a general presentation.

Following the organized tour of the Plan, requests began to pour into NAB for permission to use the talking motion pictures. Dozens of colleges and universities have asked for the loan of these films to show to classes in national and retail advertising and in the psychology of advertising. Hundreds of high schools, too, have borrowed the films to project to their commercial classes.

In addition, several colleges and universities have adopted one or more of the "How To Do It" booklets as textbooks on one or another phase of retail radio advertising.

Perhaps the best summary of reaction to the Retail Promotion Plan was contained in an article that appeared in EDITOR & PUBLISHER—the authoritative trade paper in the field of newspaper publishing:

> "Many newspaper men who saw the presentation didn't like it. You wouldn't expect them to. They criticized the job roundly, but those who thought about it were brought up short by one hard, shiny, insurmountable fact. We wouldn't mention it if we hadn't heard the idea stated several times, independently: 'This radio job is no world beater but—it packs a darn sight more punch than any presentation newspapers have been willing to agree on and finance!' "

A full report of the activities of the Retail Promotion Committee and the results of the Retail Promotion Plan will be presented at the NAB Executives War Conference on Tuesday morning, August 29.

SALES MANAGERS

Under the vigorous leadership of Dietrich Dirks of KTRI, Sioux City, Iowa, the Sales Managers Executive Committee, selected following the NAB War Conference at Chicago in April, 1943, proved to be one of the strongest and most productive committees in the history of the Sales Managers Division. Since the last convention, the Committee has held five meetings, two of which were booked in conjunction with conventions of the National Retail Dry Goods Association and the Proprietary Association of America, providing excellent representation for the broadcasting industry at those meetings.

Here and now the Director wishes to express his sincere appreciation for the advice, counsel and help which the members of this Committee have given him. With the guidance and suggestions of this group, the work of the Department of Broadcast Advertising has been made much easier and more effective.

Here are the members of the Sales Managers Executive Committee:

Dietrich Dirks, KTRI-Sioux City, Iowa, Chairman
C. K. Beaver, KARK-Little Rock, Ark.
Sam H. Bennett, KMBC-Kansas City, Mo.
Arthur Hull Hayes, CBS-New York, N. Y.
Walter Johnson, WTIC-Hartford, Conn.
James V. McConnell, NBC-New York, N. Y.
John M. Outler, Jr., WSB-Atlanta, Ga.
W. B. Stuht, KOMO-KJR-Seattle, Wash.
John E. Surrick, WFIL-Philadelphia, Pa.

Following the joint meeting of this Committee with the Retail Promotion Committee in New York on July 14 and 15, 1943, the activities of the group were made subservient to the preparation and presentation of the Retail Promotion Plan during the summer and fall of 1943. In fact, several members of this Committee were also members of the Retail Promotion Committee, while other members served as MCs during the tour of the Plan.

Early in December, Mr. Morency wrote the President of NAB, indicating that he would like to dissolve the Retail Promotion Committee, since the initial tour of 111 cities had been completed, and requesting that the follow-up of the Plan be assigned to the Sales Managers Executive Committee. At its meeting in New York on January 18 and 19, the Committee assumed this obligation and proceeded to outline steps to develop an increased use of broadcast advertising by department stores and other leading retailers.

Through the presentation of the Retail Promotion Plan in San Antonio, Texas, the broadcasting industry had been offered an opportunity to conduct a clinical test of retail radio advertising with Joske's of Texas, leading San Antonio department store and a unit of Allied Stores Corporation. The Committee voted to undertake this test, and plans are now in preparation for a comprehensive study of the application and use of broadcast advertising to every phase of department store advertising and merchandising. As results are determined, full reports will be issued to all NAB member stations.

NRDGA SALES PROMOTION CLINIC: The National Retail Dry Goods Association invited NAB to participate in its Sales Promotion Clinic at the Netherland Plaza Hotel in Cincinnati on April 4, 5 and 6, 1944. The first day was devoted to general advertising and newspapers, the second to display and the third to radio advertising. The complete schedule of the participation of the Committee in this Sales Promotion Clinic included:

Wednesday, April 5

12:15 PM—Radio Luncheon with "Quiz Kids" as feature attraction

5:00-7:00 PM—NAB Reception and Cocktail Party for NRDGA

Thursday, April 6—Broadcast Advertising Day

10:00-12:00 M—Panel Discussion of advantages and use of broadcast advertising by retailers. Primary questions to be answered:

1. What is being done to help retailers benefit from radio?
2. What are the best means of using radio?

Co-Chairmen: Dietrich Dirks, Radio Station KTRI, Sioux City, Iowa (Statement of Participation of Broadcasters in Forum)

B. Lewis Posen, Publicity and Sales Director, Hochschild, Kohn and Company, Baltimore (Statement of Purpose of Forum)

Panel Members:

Thomas D. Connolly, CBS, New York, N. Y.
Walter Johnson, WTIC, Hartford, Conn.
John M. Outler, Jr., WSB, Atlanta, Ga.
Paul McCarthy, Publicity Director, J. N. Adam Company, Buffalo, N. Y.
E. Davis McCutchon, Publicity Director, D. H. Holmes Company, New Orleans, La.
Richard G. Meybohm, Publicity Director, J. W. Robinson Company, Los Angeles, Calif.

12:15 P.M. Television Luncheon with Thomas F. Joyce, Manager, Radio, Phonograph and Television Department, RCA Victor Division of RCA Manufacturing Company.

This report provides an appropriate opportunity to thank the QUIZ KIDS and the Wade Advertising Agency for making this outstanding radio program available as a feature attraction for the Radio Luncheon at the Sales Promotion Clinic. Thanks, too, are hereby expressed to Radio Station WLW for the provision of an orchestra and vocalists for the Radio Reception. Equally appreciated was the talk on television by Thomas F. Joyce, Manager, Radio, Phonograph and Television Department, RCA Victor Division of RCA Manufacturing Company.

Since NRDGA plans to make the Sales Promotion Clinic an annual event, it is hoped that the NAB Sales Managers Executive Committee will be able to participate in all such future meetings.

PROPRIETARY ASSOCIATION ADVERTISING CLINIC: At the invitation of the Proprietary Association of America, the Committee prepared a combination talking motion picture and transcribed presentation. Designed to highlight the mutual public responsibilities of the broadcasting and proprietary industries, the NAB participation was enthusiastically applauded at the Advertising Clinic of the PAA at the Hotel Biltmore in New York on May 16, 1944. Following the presentation, a complete transcript of the talks by Mr. Dirks and J. Harold Ryan, NAB President, and the text of the transcribed portion were sent to all NAB member stations. Pressings of the transcribed portion were also made available to members at cost.

The Committee feels that this presentation to the PAA should be the forerunner of like promotions by the broadcasting industry to many other trade associations—both those that are extensive users of radio as well as those that are prospects for broadcast advertising.

While the individuals who actually wrote and produced the transcribed presentation have asked to remain anonymous, the Director wishes to point out that networks, clear-channel, regional and local stations all co-operated in supplying information, in writing or in producing the presentation. It was an outstanding example of intra-industry co-operation.

JOINT MEETINGS WITH RESEARCH COMMITTEE: Following the rejection by the American Association of Advertising Agencies of the Recommended Standards for the Determination of Coverage Maps, adopted at the NAB War Conference in Chicago in April, 1943, the Committee held a joint meeting with the NAB Research Committee at Cincinnati on April 4, 1944, to examine the CBS and NBC methods of coverage determination. Following this meeting and a separate discussion of the subject within the Committee, a resolution was adopted expressing complete confidence in the studies then about to be undertaken by a Technical Subcommittee of the Research Committee.

To hear the interim report of the Technical Subcommittee, the Sales Managers group again met in joint session with the Research Committee in New York on August 2, 1944. A complete report of that meeting and the decisions reached is contained in the Annual Report of the Research Department. The Sales Managers Executive Committee, however, is very enthusiastic about the recommendations of the Research Committee and equally anxious to have them become industry standards.

CO-OPERATION WITH OTHER TRADE GROUPS: During the year, the Committee held two joint luncheons with the Time-Buyers Subcommittee of the American Association of Advertising Agencies. At the second of these, the AAAA group presented recommendations for the preparation of a standard rate card format, which would list all of the radio station rates in complete detail. This subject will be studied by the Director in the near future, and the Committee is expected to develop standards for presentation to the industry.

In addition to the participation of this group in the NRDGA Sales Promotion Clinic at Cincinnati, executives of NRDGA have met with the Committee from time to time to explore the further development of retail radio advertising.

PROMOTION OF BROADCAST ADVERTISING: During the year, the Committee as a whole, as well as individual members, actively promoted the increased use of broadcast advertising by many logical trade groups and industries. With equal zeal, the Committee sought to safeguard the interests of listeners where they appeared to run counter to the desires of advertisers.

To that end, formal resolutions adopted by the Committee urged network, national spot and local advertisers to eliminate so-called "cow-catcher" and "hitch-hike" announcements; urged stations to restrict the number and length of announcements in participating programs to improve showmanship and listenership; urged stations to adhere closely to the NAB Code of Ethics on length of commercial continuity, especially in the case of five-minute programs, and urged stations to discourage and ultimately to deny to network, national spot and local advertisers the privilege of calling attention on one program to another program on a competing station or network.

PROMOTION OF THE AMERICAN SYSTEM OF BROADCASTING: The experience of several Committee members in the presentation of the Retail Promotion Plan and the report of the annual meeting of the Institute for Education by Radio at The Ohio State University at Columbus, Ohio, clearly indicated the need and opportunity for more widespread promotion of the American System of Broadcasting. To achieve that goal, the Committee passed unanimously two formal resolutions. Both were addressed to the NAB Board of Directors. The first requested the Board to appoint a committee, consisting of members of both the Sales Managers Executive Committee and the Public Relations Committee, to investigate the possibility of making a talking motion picture or some other suitable presentation to tell the story of broadcasting and broadcast advertising. The other requested the Board to plan to participate in all institutes or meetings having for their purpose education by radio, to the end that the American System of Broadcasting is fairly and fully explained.

CONTINUING DISCOUNT CLAUSE: In accordance with instructions from the NAB Board of Directors, at its meeting in Chicago immediately following the NAB War Conference in April, 1943, the Committee has given extended consideration to the proposal for the inclusion of a so-called continuing discount clause in the NAB-AAAA Standard Contract for Station Facilities. As a result of these discussions and investigations, the following clause was accepted unanimously by the Committee and referred to the Board for further action:

> "If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or discounts."

At the meeting of the Board in Washington in May, 1944, the proposed clause was approved and referred to the membership for action at the NAB Executives War Conference.

SMALL MARKET STATIONS

Following the NAB War Conference in April, 1943, during which a preliminary meeting of small market station managers was held, the President of NAB appointed a Small Market Stations Committee. The members of this Committee include:

Marshall H. Pengra, KRNR-Roseburg, Oregon, Chairman
James R. Curtis, KFRO-Longview, Tex.
Robert T. Mason, WMRN-Marion, Ohio
Fred Schilplin, KFAM-St. Cloud, Minn.
William B. Smullin, KIEM-Eureka, Calif.
James W. Woodruff, Jr., WRBL-Columbus, Ga.

Few NAB standing committees, in the experience of the Director, approach their task with more enthusiasm or more determination than the members of this group. While the accomplishments of the Small Market Stations Committee have received less publicity than those of some other committees, the nearly 400 small market stations in the United States are deeply in the debt of this group.

The Director, too, takes advantage of this opportunity to express his sincere thanks to the members of this Committee for their untiring efforts in behalf not only of the stations they directly represent but also in the promotion of broadcasting and broadcast advertising generally.

Before attending the first meeting in Washington on June 9 and 10, 1943, members of the Committee queried other small market station managers in their areas and urged them to report on their problems. After examining the many problems reported by these station executives, the Committee concluded that there were three basic difficulties:

1. Lack of new revenue
2. Lack of manpower
3. Need for full exploitation of small market potentials

To solve the first problem, the Committee requested NAB to study the possibility of group selling of small market stations. The second problem is extremely difficult of solution because small stations have long served as preparatory schools for the personnel of larger stations and networks. But, the source of new personnel for small stations has virtually disappeared through the operation of the Selective Service Act.

The Committee recommended a twofold approach to the third problem. It urged every small market station to key its programming to the tempo of the community in which it is located, to the end that the station becomes an integral part of the life of the community. When that goal is accomplished, it is the further responsibility of the station to see that news of its service to the community, together with market data on its coverage, is constantly and completely exploited.

For the purposes of the study requested by the Committee, a small market station was defined as one in a community of less than 50,000 population and operating with less than 5,000 watts power. Using this definition as a base, Howard S. Frazier, NAB Director of Engineering, calculated the mechanical coverage, while Paul F. Peter, NAB Director of Research, estimated the market data for the 379 so-called small market stations.

The results of this comprehensive study were presented to the Committee at a second meeting, held in Washington on May 22 and 23, 1944. As a result of the discussion following that presentation, the Committee has decided to present this detailed study at the NAB Executives War Conference.

The Committee also explored developments in FM and television as they are likely to affect small market stations. To gain a comprehensive picture of this problem, the Committee met with James Lawrence Fly, Chairman of the FCC. (A digest of this meeting appeared in the June 2 issue of the NAB REPORTS.)

Although the Committee had discussed at some length the advisability of a Small Market Stations Director on the NAB staff, it decided to defer a request for such representation until a later date. Meanwhile it urged all small market stations to make fuller use of the facilities and personnel at the headquarters of the trade association.

OTHER ACTIVITIES

ASSISTANT DIRECTOR OF RETAIL RADIO ADVERTISING: Under a supplementary budget approved by the NAB Board of Directors and President Ryan at a meeting in Washington in May, an assistant director of broadcast advertising will shortly be employed to concentrate on the further development of retail radio advertising. Several prospects have been interviewed, and it is expected the individual selected will be announced and introduced at the NAB Executives War Conference.

CO-OPERATION WITH NRDGA: Through the generous co-operation of the National Retail Dry Goods Association, the Retail Promotion Plan received the enthusiastic and unanimous endorsement of the Board of Directors of the Sales Promotion Division. Realizing the growing interest of department store and other leading retail executives in the use of broadcast advertising, the Director has continuously tried to build increasingly valuable contacts with this important trade association. Perhaps the following statement from Llewellyn Harries, Manager of the Sales Promotion Division of NRDGA, sums up the results of this co-operation:

> "The Sales Promotion Division of NRDGA will send out ten times each year to its members and to the members of the National Association of Broadcasters a new magazine to be called PROMOTION EXCHANGE. This publication will have all of the pertinent information of that month regarding outstanding radio programs now being used by different stores throughout the country.
>
> "As an adjunct to this bulletin, and so that retail stores and radio stations may hear the complete program in the manner in which it is presented, the Sales Promotion Division has started a library of these programs cut by the stations from which the programs are broadcast.
>
> "Department stores that have already sent transcriptions to us have given their permission to forward these recordings to any radio station or department store that is contemplating a new program. Their only consideration is that they would like to have the radio station or department store respect their copyrights, and not copy any of these programs word for word without express permission from the store that originated the program. This activity has and will continue to be worked out with the NAB Director of Broadcast Advertising."

NRDGA ADVERTISING SCHOOL: One of the most important projects ever undertaken to educate retail advertising personnel and discharged service men on the fundamentals of advertising is being sponsored jointly by the Newspaper Advertising Executives Association, LIFE magazine, the New York TIMES, Metro Associated Services and the National Association of Broadcasters.

The school will be presented in any community where the advertising manager of a department store, the advertising manager of a newspaper and the sales manager of a radio station get together and arrange for a series of six four-hour classes. Each student will be supplied with a comprehensive textbook on retail advertising. For the section devoted to broadcast advertising, the Director combined, condensed and rewrote the "How To Do It" booklets, which were prepared for the Retail Promotion Plan. Copies will soon be available to all NAB member stations.

DISTRICT MEETINGS: In company with C. E. Arney, Jr., NAB Secretary-Treasurer, and Willard D. Egolf, NAB Director of Public Relations, the Director attended eight of the nine District Meetings, starting in Indianapolis on February 1 and concluding in New York on March 3. For this series of meetings, two booklets were prepared. One contained the following charts:

"Radio Sets in Use in the United States"
"Growth of Broadcast Advertising"
"Growth of National Advertising"
"Growth of Local Advertising"

The other booklet contained eight suggested topics for discussion at the sales managers sessions held in conjunction with these District Meetings.

In all of the districts, these sales sessions were held as a part of the general meeting. In each instance, the Director is indebted to the following District Chairmen of the Sales Managers Committee for their counsel and help in the organization and conduct of these sessions:

John A. Bacon, WGR-Buffalo, New York
Cecil K. Beaver, KARK-Little Rock, Ark.
Hale Bondurant, WHO-Des Moines, Iowa
Clark A Luther, KFH-Wichita, Kans.
Alex Keese, WFAA-Dallas, Tex.
W. E. Wagstaff, KDYL-Salt Lake City, Utah
Ned Connor, KRKD-Los Angeles, Calif.

Since no meetings were held in the other districts, the Director hereby extends his thanks to the District Chairmen in those districts for advice and counsel that have been generously supplied during the year through correspondence and conversations.

Kingsley F. Horton, WEEI-Boston, Mass.
Thomas B. Price, WWSW-Pittsburgh, Pa.
Stanton P. Kettler, WMMN-Fairmont, W. Va.
Frank Crowther, WMAZ-Macon, Ga.
Joseph Eaton, WHAS-Louisville, Ky.
H. M. Loeb, WFDF-Flint, Mich.
Edwin C. Allen, WIBA-Madison, Wis.
Lee Whiting, WDGY-Minneapolis, Minn.
Clyde F. Coombs, KARM-Fresno, Calif.
Chet Wheeler, KWIL-Albany, Oregon

Early last September, the Director attended the Fourth District Meeting at the Grove Park Inn in Asheville, North Carolina. It was one of those typically superb and well-organized Fourth District Meetings.

The Director wishes to express his special thanks for the perfection and pleasure of that meeting to G. Richard Shafto, WIS, Columbia, South Carolina, Fourth District Director, Don S. Elias, WWNC, Asheville, North Carolina, Director-at-Large, and Stanton P. Kettler, WMMN, Fairmont, West Virginia, District Chairman of the Sales Managers Committee.

SALES CONTACTS: Through contacts already established, as well as those newly developed, the Director has continued the campaign to gain greater recognition of broadcast advertising in fields in which the medium is used to only a limited extent. In this connection, it should be pointed out that no specific recommendations of programs or stations are ever made. When the prospect reaches the point of considering the type of service or the stations to be employed, the Director bows out after providing a list of the NAB members and associate members.

REPRINTS: By reading the advertising, broadcasting and retailing trade publications as frequently as possible, the Director has endeavored to keep in touch with developments in those fields affecting broadcast advertising. From time to time, permission has been obtained to reprint articles or stories from a dozen different publications. These reprints have been distributed to all NAB members. By filling orders for extra copies, it has been possible to satisfy a growing demand for stories about one or another field for distribution to local or national prospects.

TALKS: Since the last Annual Report, the Director has delivered talks on broadcasting or broadcast advertising before the retail advertising class of The Ohio State University, the Association of Women Directors at the Institute for Education by Radio, the Denver Advertising Club, the Publicity Club of New York, the Graphic Arts Association of Washington, the Sales Promotion Luncheon at the NRDGA Annual Convention, the Annual Convention of the National Men's Wear Association, the Sales Managers Club of Rochester and the Radio Executives Club of Toronto. Wherever possible, such talks have been combined with a business trip.

CO-OPERATION WITH OTHER TRADE GROUPS: Since the NAB War Conference last year, the Director has continued the efforts begun earlier to co-operate with and enlist the active support of various trade associations and groups in the promotion of broadcast advertising. Such contacts have included the American Association of Advertising Agencies, the Association of National Advertisers, Anthracite Industries, Inc., the Advertising Federation of America, the Radio Executives Club of New York, the Chicago Radio Management Club, the Radio Executives Club of Toronto, the American Bankers Association, etc.

In addition, the Director has prepared several articles for advertising trade papers and ghost-written several others for various publications in the retail field.

CO-OPERATION WITH GOVERNMENT AGENCIES AND DEPARTMENTS: In active support of the government programs of war information, the Director has worked closely with the Office of War Information and the War Advertising Council. To promote a better understanding of the part radio has played in the promotion of the various war loans, the Director served on the following Special Committee to prepare plans for the Fourth War Loan:

Irving G. Abeloff, WRVA-Richmond, Va.
Stanton P. Kettler, WMMN-Fairmont, W. Va.
Edward C. Obrist, WFIL-Philadelphia, Pa.
Willard D. Egolf, NAB-Washington, D. C.
Arthur C. Stringer, NAB-Washington, D. C.

This Committee recommended that quarter-hour and five-minute programs and announcements of various lengths be made available for local sponsorship. The acceptance of this recommendation by the Treasury Department resulted in a substantial increase in the amount of broadcast advertising devoted to the promotion of War Bonds.

In connection with the Fifth War Loan, the Director issued a special Broadcast Advertising Bulletin with which was enclosed a Sales Portfolio to help radio stations sell local advertisers on the use of broadcast advertising in support of the nationwide drive to sell bonds. More than a thousand extra copies of this Sales Portfolio were rushed to NAB member stations and non-members as well.

Other contacts have included the Federal Communications Commission, the Federal Trade Commission and the Department of Commerce. Several executives of the last-named department supplied valuable information in connection with special activities of this department.

WAC RECRUITMENT ADVERTISING: Having learned that the War Department had appropriated approximately $5,000,000 for WAC recruitment advertising, the Director made presentations to both the War Department and Young & Rubicam, Inc., seeking to have part of these funds invested in broadcast advertising. Shortly thereafter a questionnaire was sent to all radio stations, asking them to vote on the acceptance of paid WAC recruitment advertising, soliciting their preferences for the type of broadcasting to be employed over their stations and inviting the submission of availabilities. At the time this report goes to press, no decision apparently has been reached on the inclusion of broadcast advertising in the plans for the 1944-1945 fiscal year.

SUMMARY: The need for revenue in the operation of a commercial broadcasting station is both paramount and obvious. With adequate revenue, wise management increases public service, develops greater listener interest and makes the station living proof that radio is the greatest means of mass communication the world has ever known.

To aid all types of radio stations in all parts of the country to develop that increased revenue is the dedicated duty of the Department of Broadcast Advertising. To that end, the comments and suggestions of individual radio station executives have been both encouraging and helpful. To each and every one of them the Director extends sincere thanks.

To former President Neville Miller, to President J. Harold Ryan, to Paul F. Peter, Director of Research, to Arthur C. Stringer, Director of Promotion, and especially to C. E. Arney, Jr., the Director voices heartfelt thanks for sympathetic help on frequent occasions.

Respectfully submitted,
Lewis H. Avery,
Director of Broadcast Advertising.

Legislation

Your Legislative Committee has been a truly working committee. Due to the White-Wheeler Bill hearings in the Senate and to the importance of immediate action on a moment's notice in an ever-changing situation, the Committee members were "on call" during the entire Spring session of Congress, and from the time of the commencement of the Senate hearings, until June, when Chairman Wheeler called off further consideration of the Bill, the Legislative Committee held six meetings.

The members, however, assumed the responsibilities and inconveniences cheerfully and worked diligently and cooperatively over many controversial problems, reaching, in the main, unanimous decisions. Individual sacrifices were magnanimously made when the broad industry interest required. The Committee tackled its work with a view to serving the paramount public interest with a clear understanding and a strong conviction that to secure a law which would serve the public interest best would coincide with the interest of the industry.

Members of the Legislative Committee are:

Don S. Elias, WWNC, Asheville, N. C., Chairman
Nathan Lord, WAVE, Louisville, Ky.
Clair R. McCollough, WGAL, Lancaster, Pa.
Joseph H. Ream, CBS, New York
J. Leonard Reinsch, WSB, Atlanta, Ga.
Frank M. Russell, Washington, D. C.
G. Richard Shafto, WIS, Columbia, S. C.
James W. Woodruff, Jr., WRBL, Columbus, Ga.
Ed. Yocum, KGHL, Billings, Mont.

WHITE-WHEELER BILL

As of October, 1943, there was pending in the Senate, a Bill to amend the Communications Act, introduced jointly by Senators White and Wheeler, the previous March. Continued efforts to secure consideration by the Senate Interstate Commerce Committee culminated in Chairman Wheeler's calling Committee Hearings for November 3, 1943. The hearings ran for 28 sessions, from November 3 to December 16, 1943. Attendance, interest and understanding shown by practically every member of the 21-man Senate Committee was most gratifying. In addition to the NAB many individual broadcasters presented testimony in support of remedial and definitive legislation.

Chairman Wheeler took the Bill under advisement, considered the issues raised at the hearings, and on March 1, 1944, presented to a full meeting of the NAB Legislative Committee a proposed new Bill for consideration. Following a two weeks' study of the proposal your Legislative Committee submitted to Chairman Wheeler its comments and recommendations. Almost three months later he called an executive session of the Senate Interstate Commerce Committee and presented his proposed amendment to the original White-Wheeler Bill on which hearings had been held. The NAB Legislative Committee was supplied with a copy, considered the proposals thoroughly and submitted to each member of the Senate Committee its conclusions and recommendations, stressing again the desire for Committee consideration. (Special Legislative Bulletin No. 9, June 2, 1944). When this report was submitted to him formally by a NAB Delegation, Chairman Wheeler, dissatisfied with the report, cancelled further Senate Interstate Commerce Committee meetings. (NAB Reports, June 9, 1944). No further consideration of radio legislation has been given by that Committee.

THREE YEAR LICENSE TERMS

Within a short time after the conclusion of the Senate hearings on the White-Wheeler Bill, the Commission extended the license terms for Standard Broadcast Stations to the full statutory period of three years. This had long been advocated by NAB as a stabilizing move and was strongly recommended during the course of the Senate hearings.

NEWSPAPER DECISION

During the course of the Senate hearings on the White-Wheeler Bill, members of the Interstate Commerce Committee showed an exceptional interest in the Commission's delay in reaching a decision in the Newspaper case. Committee members pressed for specific answers from each member of the FCC who testified, as to when a decision would be handed down. Commitments were secured and on January 6, 1944, shortly after the conclusion of the Senate Hearings, the Commission issued its decision, closing the record and dismissing Order No. 79, dated March 20, 1941.

HOLMES BILL

Congressman Holmes (R) Massachusetts, on January 2, 1943, introduced a bill to amend the Communications Act, which was referred to the House Committee on Interstate and Foreign Commerce. That Committee, at the previous session, had held thorough hearings on the Sanders Bill. A sub-committee composed of Alfred L. Bulwinkle, N. C., Chairman, Virgil Chapman, Ky., Martin J. Kennedy, N. Y., Thomas D'Alesandro, Jr., Md., George G. Sadowski, Mich., B. Carroll Reece, Tenn., Clarence J. Brown, Ohio, Leonard W. Hall, N. Y., was named and authorized to hold hearings on the Holmes Bill if desirable.

In view of the hearings on the Communications Act in the Senate, the sub-committee determined to hold up hearings on the Holmes Bill until the Senate had acted.

Furthermore, the House is conducting an investigation of the Federal Communications Commission through its Select Committee, under the chairmanship of Mr. Lea of California. There is no indication that the sub-committee will hold hearings pending definite Senate action or before the completion of the investigation by the Select Committee.

HOUSE SELECT COMMITTEE TO INVESTIGATE THE FEDERAL COMMUNICATIONS COMMISSION

By October, 1943, the Select Committee of the House of Representatives had become so involved in personalities that little actual progress was being made. Chairman Cox resigned and Mr. Lea of California was named to succeed him. Mr. Lea's selection was a most logical one since he is also chairman of the House Committee on Interstate and Foreign Commerce, the standing Committee of the House which handles Communication Legislation. Soon thereafter Mr. Garey, the Counsel for the Committee, resigned, and the Federal Communications Commission was given an opportunity to present its testimony and state its position on charges which had been leveled against it. This portion of the investigation has been concluded and the Committee, with John J. Sirica, a prominent Washington attorney, as General Counsel, is proceeding with its investigation into the licensing powers under the Act, as exercised by the FCC, preparatory to Public Hearings, with a view to determining the necessity for remedial legislation, and what form it should take.

NEWSPAPER ADVERTISING BILL

Senator Bankhead (D) Alabama, secured passage through the Senate of a Bill requiring Government paid War Bond advertising in newspapers. NAB appeared before the Senate Banking and Currency Committee in opposition to the Bill, stressing the discriminatory effect it would have on Broadcasting stations, particularly those in the smaller markets. (Special Legislative Bulletin, No. 20, October 29, 1943.)

Representative Cannon (D) Missouri, introduced a companion Bill in the House of Representatives on which hearings were held before the House Ways and Means Committee. By majority vote of the Committee, the Bill was shelved but subsequently a new vote was taken and the Bill reported favorably. The Rules Committee, however, denied a Rule on the Bill, where it now rests.

Effective and intelligently organized support for the legislation has been spearheaded by the small town newspapers. By working individually with the members of the Senate and House from their home States and Districts, the members of the National Editorial Association have acquainted their Members of Congress with their arguments for the legislation.

FEDERAL TAXATION

The major tax development affecting radio broadcasting companies was the enactment of section 123 of the Revenue Act of 1943. This section provides for the nonrecognition of gain upon the sale or exchange of property (including corporate stock), where the transaction is certified by the Federal Communications Commission to be necessary or appropriate to effectuate its policies with respect to the ownership and control of radio broadcasting stations.

The radio industry is, of course, in common with other corporate taxpayers, affected by many of the general changes made by the Revenue Act of 1943, conspicuous among which are the increase in the excess profits tax rates to 95% and the raising of the specific exemption for excess profits tax purposes from $5,000 to $10,000. This latter change will have an especially beneficial effect upon small radio broadcasting stations whose hope for future expansion depends in large part upon being allowed to retain a sizable portion of their current earnings. It is also to be noted that, in the general increase of excise tax rates, nothing was done to affect the exemption of news wires, etc.

Those radio broadcasting stations which have applied for relief from excess profits tax under section 722 of the Internal Revenue Code will be interested to know that a complete set of instructions has now been issued to the Internal Revenue Agents in the Field and the auditing of such cases ought therefore to proceed with somewhat greater dispatch. On the other hand, it is understood that the Bureau is taking a very strict attitude toward the administration of Section 722, particularly on the subject of commitments to capacity increases not effected until after 1939 and regarding the use of post-1939 experience in establishing the taxpayers constructive average base period net income. Taxpayers should, therefore, be prepared to measure up to a high standard of proof both as to eligibility and as to the amount of relief.

STANDARD TIME PROPOSALS PENDING

Bills are before Congress and hearings have been held but not concluded which would repeal or drastically amend the law establishing War Time. Congressional action in this field has been successfully challenged as an encroachment on States' Rights before the Supreme Court. However the mere expression by Congress on this subject has induced many States to go along and set the clock back for the duration. The subject is extremely controversial and great interest is being shown in its repeal, particularly from the rural areas where the hardship is felt the most. In general, NAB has taken the position that we are interested primarily in a universal time, irrespective of whether it is Standard or War Time. The inconvenience and confusion caused listeners as well as station management by a dual time system has been stressed.

ET ANNOUNCEMENT RELIEF SOUGHT

In recognition of the ET announcement burden on stations, as set forth in a resolution of the North Carolina Broadcasters, the Commission, on February 1, 1944, proposed a revision in its Rule. As revised, the Rule would have afforded little relief and would have required other burdensome and unnecessary announcements. We filed our comments and suggestions with the Commission on March 16, 1944. Up to the present time no further action has been taken by the Commission.

CONTRACT DISCLOSURE PROPOSAL OFFERED

Since January 18, 1944, there has been pending before the Commission its proposed Rule, which opens to public inspection many station contracts, agreements and understandings. Pursuant to the direction of the Board of Directors, we filed with the Commission a memorandum brief, reciting the practical business objections to requiring such disclosure and pointing out that there was no public necessity for such disclosure. (NAB Reports, Feb. 16, 1944).

MISCELLANEOUS BILLS AND RESOLUTIONS

Members of Congress introduced bills or resolutions affecting Radio, ranging from the proposal by Mr. Kennedy (D) New York, for a constitutional amendment guaranteeing freedom of speech by Radio, to a bill by Senator Johnson (D) Colorado, requiring the licensing of Commentators under a Federal "code of ethics."

Senator Johnson also placed in the hopper a bill prohibiting the broadcast *into* a state, of advertising violative of state law.

Senator Tunnell (D) Delaware, introduced a Bill making unlawful certain restrictions and practices against making and using electrical transcriptions based on the manner of manufacturing or because not manufactured by particular persons or organizations.

Senator Vandenberg (R) Michigan, introduced a bill to prohibit interference with the broadcasting of noncommercial, cultural or educational programs, such as the American Federation of Musicians banning of the Interlochen broadcasts. Mr. Rankin (D) Mississippi, introduced a bill making unlawful, liability insurance against slander and libel uttered over the radio. Several members prepared so-called "rights of reply" bills, notably one by Mr. Dies (D) Texas, which never reached the formality of introduction.

Robert T. Bartley,
Secretary.

Research

In reviewing the many research activities since the War Conference held in Chicago April 27-29, 1943, the subject of station coverage has been the most important topic for discussion, study, and action of the Research Committee. Following a review of this subject, other principal and time consuming tasks of the Committee and the Research Department are discussed by subject matter.

STATION COVERAGE

At the NAB War Conference last year, the NAB Research Committee reported to the membership a recommended standard coverage measurement method. The report of the Committee was accepted and the method approved by a resolution which contained a proviso of American Association of Advertising Agencies endorsement. This authenticating approval was sincerely expected since the AAAA Time Buyers Committee and the NAB Sales Managers Executive Committee had originated the project and the NAB Sales Managers Executive Committee had asked the Research Committee to undertake it.

It developed, however, that no official approval of the AAAA had been given. At a meeting of the Research Committee June 9, 1943, plans were made for discussions with the AAAA to obtain its approval as to method and presentation format. Therefore, a formal submission was made following personal calls by the NAB Directors of

Broadcast Advertising and Research upon AAAA officials in New York.

The decisions of the AAAA were transmitted to NAB in a letter dated October 1, 1943. The letter is as follows:

> "We had a meeting of our Research Committee and Time Buyers Sub-committee on September 30 to consider the standard method of determining station coverage areas proposed by NAB.
>
> "Everyone was much in favor of the idea of a standard method but members of the two committees felt that AAAA approval of any method could not be given unless it provides an impartial authority to supervise the conditions under which data are gathered and to audit results.
>
> "Without such supervision and audit, our Committees felt that too many variables are involved in any coverage method to warrant comparisons being made between the listening areas of different stations. With the existence of such variables standardization is not obtained even though what is supposed to be the same method has been used by each station.
>
> "In the opinion of our Committees there is a real need for setting up an audit organization in the radio field for determining coverage along the lines of audit organizations existing in other media. Our Committee would be glad to discuss this matter further with NAB.
>
> "There are several aspects of your proposed method of determining station coverage which our Committees question. Members of the Committees recognize that signal strength areas are useful to stations in determining where their signals are delivered but consider that signal strength areas do not necessarily coincide with actual listening, and hence are not very helpful to agencies.
>
> "Insofar as audience mail is concerned, our Committees feel that differences in conditions under which offers are made and lack of control over the sample inject variables which defeat the purposes of a standard method. In addition, there is some question in the minds of our Committee members as to how listening areas derived from audience mail analysis compare with areas determined by personal interview or mail questionnaire.
>
> "There is considerable favorable sentiment within our Committees for the coverage method employed by the Columbia Broadcasting System. CBS, as you know, formerly used audience mail in measuring coverage but gave this method up some years ago in favor of their present method involving use of mail questionnaires.
>
> "Our people fully appreciate that the method you propose is offered only as a beginning in the development of standardization of station coverage. Our Committees feel that AAAA approval cannot be given on your proposed method when others exist which may be more desirable, and when there is so great a need for establishment of a radio audit body. Use of the AAAA 'Stamp of Approval,' as you put it, might well freeze further developments which are so vitally needed in the opinion of our Committees. In addition, such approval might encourage greater acceptance of results obtained by the method than is warranted because of the variables involved.
>
> "We will be glad to pursue this subject further with you and the members of your Research Committee."

Following receipt of the above letter, the Research Committee chairman, Mr. J. Harold Ryan, decided that some further consultation with the AAAA was desirable and the Director of Research called upon Mr. Fred Gamble, then Managing Director of the AAAA. Agreement was reached to hold a small group meeting of representatives of both associations to reopen the entire subject.

Such a meeting was held January 20, 1944 with Abbott Spencer, Chairman of the AAAA Radio Committee; Carlos Franco, Chairman of the AAAA Time Buyers Committee; L. D. H. Weld, Chairman of the AAAA Research Committee; Robert C. Jackson, AAAA Assistant Secretary; and Fred Gamble, representing the AAAA. The NAB representation was J. Harold Ryan; Dietrich Dirks, Chairman of the Sales Managers Executive Committee; Lew Avery, Director of Broadcast Advertising; and Paul Peter, Director of Research.

The meeting was an excellent one in that all parties participated in the discussions and by the time the meeting closed each person had a pretty thoroughgoing understanding of the thoughts and ideas of the others in attendance. No interest in the NAB Recommendation utilizing signal strength and audience mail analysis could be revived. The reasons given were essentially those set forth in the AAAA letter of October 1. It was generally agreed that some physical measurement of coverage should be made. However, it was apparent that the agency view would place little significance in such a measurement and would not favor it if no other coverage measurement were offered. The thought was that physical coverage would be acceptable if paired with a measurement of "people listening to stations." The pattern for the last mentioned measurement uppermost in the minds of the agency people present was the method employed by CBS.

The meeting ended with the agreement that all parties would ponder the subject further and that each would report back to his Committee and organization to obtain directions as to how the objective of standard station coverage measurement can be progressed.

In February, J. Harold Ryan, then President Elect of NAB, and Paul Peter attended the annual conference of the Canadian Association of Broadcasters and witnessed the adoption of the standard coverage plan by the Canadian broadcasters and the creation of the Bureau of Broadcast Measurement. The entire project was developed in 3-way participation between the Canadian Association of Broadcasters, Canadian Association of Advertising Agencies and Association of Canadian Advertisers.

A meeting of the Research Committee was called for April 4-5, 1944 in Cincinnati, Ohio. The Committee adopted the following resolution:

> "That the NAB Research Committee appoint a Technical Sub-committee to examine all information available on coverage methods and report to the Research Committee a recommended method with authenticating data and definitions of the measurements involved. This report as approved by the full Research Committee to be presented to a joint meeting of Board of Directors' Committee (to be appointed by Mr. Ryan), the Sales Managers Executive Committee and the Research Committee."

Pursuant to this resolution, the Research Committee chairman appointed Roger W. Clipp chairman of the subcommittee with Messrs. Churchill, Evans, Greene, Rumple, and Stanton, to serve on the committee with Paul Peter as secretary. Provision was made also to ask MBS to appoint a representative to sit with the committee. Sidney Fishman of MBS was the guest of the committee in all of its deliberations until he resigned from MBS July 15. Mr. Richard Puff has represented Mutual since that time.

Mr. Ryan appointed a board committee to consider the subject consisting of Frank King, Chairman, Hugh Halff, Barney Lavin and Harry Spence. Mr. Lavin's enlistment in the Marine Corps left a vacancy which was filled by Leslie Johnson.

The Technical Sub-committee held a series of four meetings. It examined all coverage methods available from published sources and existing files. It also examined the proposals made by research organizations, engineering firms and others which were submitted as a result of an appeal for suggestions through the trade press.

The meetings of the Technical Sub-committee were held in New York, April 27, May 26, June 8, and June 30. The members of the committee on individual assignments were called upon to perform a considerable amount of work to prepare for each meeting. A sizable task was accomplished in a remarkably short time.

A return conference meeting with the AAAA was held July 31, 1944. Those representing the AAAA were: Abbott Spencer, Chairman of the AAAA Radio Committee; Carlos Franco, Chairman of the AAAA Time Buyers Committee; D. E. Robinson, of the AAAA Research Committee; Linnea Nelson, of the Time Buyers Committee; Robert Jackson, AAAA Assistant Secretary; and, Fred Gamble, President. NAB was represented by Hugh Feltis and Roger Clipp of the Research Committee, Dietrich Dirks, Chairman of the Sales Managers Executive Committee, with Harold Ryan, Lew Avery and Paul Peter of NAB. At this meeting a Progress Report of the Technical Sub-committee was presented. The conference group discussed the proposal in its preliminary form and the AAAA expressed its full approval and desire to get into the operating phase as quickly as possible.

The Research Committee met August 1 at the Waldorf-Astoria Hotel in New York to receive the Progress Report of the Technical Sub-committee. This report was received and approved by the Research Committee.

On August 2, the Research Committee met with the Sales Managers Executive Committee and the Board Committee and presented the report for their approval. The Progress Report was completely discussed by this joint session and approved. This group ordered that final report be drafted and a presentation made, preferably in slide film format.

On August 25, a Presentation Sub-committee of the NAB will meet with the AAAA in New York. It is hoped that the AAAA will have its full Radio, Time Buyers, and Research Committees present for this presentation. Possibly other AAAA groups will be included.

On August 28, the Research Committee will meet at the War Conference in Chicago.

Also, on August 28, the NAB Board of Directors will meet and will hear the Research Committee's recommendations.

On Wednesday, August 30, at the morning business session, the recommended coverage method will be presented to the membership for discussion and approval.

AUDIENCE MEASUREMENT

The NAB membership at the War Conference held at Chicago, April 27-29, 1943, passed the following resolution:

"Resolved: That the President appoint a committee of the Association to study and report to the Board of Directors with respect to the establishment of an NAB Bureau of Audience Measurement."

To fulfill this resolution, the NAB President appointed the following committee:

Hugh Feltis, Chairman, KFAB, Lincoln, Neb. Clear
William B. Ryan, KFI, Los Angeles, Calif. Clear
George Burbach, KSD, St. Louis, Mo. Regional
J. Harold Ryan, WSPD, Toledo, Ohio. Regional
H. Russ Holt, WOLS, Florence, S. C. Local
Dale Taylor, WENY, Elmira, N. Y. Local
Paul F. Peter, Secretary

The committee met in Chicago, January 27, 1944, and studied the problem. The meeting was attended by all but Mr. William B. Ryan, who was unable to attend due to pressure of business demanding his presence in Los Angeles. All of the committee members attending participated in an active discussion of the many ramifications of the proposal to establish an NAB Bureau and future possibilities of development which are too numerous to set down in this report.

An important contribution to the work of the committee was contained in a recent statement of Mr. Frederic R. Gamble, Managing Director of the American Association of Advertising Agencies, on the subject of post-war problems of advertising. His views clearly outline the responsibilities and set the keynote for this committee's work. In essence he said:

> With the war, the country has had a tremendous expansion in production facilities. At present, industry is involved in producing goods, materials, and services needed in the prosecution of the war. Probably the greatest economic problem the country has ever faced will be the conversion of this expanded production capacity from war-time to peace-time operation. We recognize that the real problem is how to distribute the increased goods, materials, and services in the post-war period. Certainly those in advertising believe that selling, sales promotion and advertising are going to be the principal means of moving the expanded production. . . .
>
> Advertising faces a challenge. If advertising is to meet it then it must do a better job than it has ever done.
>
> How is advertising going to do that?
>
> The sound approach is to examine itself; to know itself better, to discover its abilities and its weaknesses and to produce more exacting information about itself. The advertising media have made a good beginning in research, but there are still a number of areas where there is not sufficient information. In some of these areas techniques are available to develop the information but progress is withheld because of certain restrictions; some based on purely competitive factors. It is my feeling that with the importance of the whole economic question, industry should pitch forward more progressively than ever in the past. If we fail to do so, advertising may fall down on its job and fail to distribute the increased post-war production of goods, materials and services and what will happen—no one knows.
>
> Advertising must meet the challenge, know specifically what it has to sell and thereby give a better understanding to the advertiser of what he buys. In this way advertising will contribute its support toward maintaining a free enterprise economy.

Also, Mr. William A. Fricke, Assistant Secretary of the AAAA's said:

> "We had a meeting of our Research Committee and Time Buyers Sub-committee on September 30 to consider the standard method of determining station coverage areas proposed by NAB.
>
> "Everyone was much in favor of the idea of a standard method but members of the two committees felt that AAAA approval of any method could not be given unless it provides an impartial authority to supervise the conditions under which data are gathered and to audit results.
>
> "Without such supervision and audit, our committees felt that too many variables are involved in any coverage method to warrant comparisons being made between the listening areas of different stations. With the existence of such variables standardization is not obtained even though what is supposed to be the same method has been used by each station.
>
> "In the opinion of our committees there is a real need for setting up an audit organization in the radio field for determining coverage along the lines of audit organizations existing in other media. Our committee would be glad to discuss this matter further with NAB."

It is obvious from the comments of Mr. Gamble and Mr. Fricke, the advertising agency view of the research needs in radio and other facts considered call for action at this time.

The committee had a lengthy discussion of the current methods in use for measuring radio audience and projected some of the needs for improving measurement techniques as follows:

1. Extension of audience research beyond telephone homes
2. Extention of audience research beyond city limits
3. Evaluation of the difference in results produced by various methods
   a. Coincidental telephone surveys
   b. Telephone recall surveys
   c. Personal interview roster surveys
   d. Audimeter surveys

The committee calls the attention of the Board to the necessity for determining the audience research needs of the various classifications of stations and the importance of united support of the industry in approaching the problem.

The committee favors the establishment of a Bureau of Standards for Radio Measurement and feels that the best interests of the broadcast industry will be served, in such an endeavor, with the active participation of advertisers and advertising agencies in cooperation with the NAB.

The following resolution was proposed, duly seconded, and passed unanimously by the committee:

RESOLVED: That the NAB Board of Directors give immediate consideration to the establishment of a Bureau of Standards for Audience Measurement to which may also be added station coverage and related information in keeping with the prevailing practices of other advertising media.

* * *

The NAB Board of Directors received the above report of the special committee in its meeting May 8-10, 1944, and after the subject had been thoroughly discussed resolved to receive the report and thanked the committee for its work accomplished and to refer the proposal to the NAB Research Committee. This decision was reached with recognition of the current deliberation of the Research Committee in the matter of Bureau operation for uniform station coverage. The work of establishing a Bureau of Standards for Audience Measurement will, in all probability, necessitate working with the same group of people representing advertiser and agency organizations.

A Progress Report on the project will be presented at the NAB War Conference by Hugh Feltis, Chairman of the Research Committee.

EXCESS PROFITS TAX

Requests from numerous stations indicated the need for a more detailed analysis of average income of stations than was published in the NAB Tax Bulletin of February 12, 1943. The Research Department undertook the time-consuming task of compiling average figures by class of station and city size for the years 1937 through 1942 by the following breakdown for stations with net sales of $25,000 or more: Time Sales by Network, Local and National Spot; Total Time Sales; Talent and Misc. Sales; Gross Sales; Commissions; Net Sales; Total Expense; and Broadcast Service Income. This breakdown is not available for stations with net sales of less than $25,000. However, Net Sales, Total Expense, and Broadcast Service Income have been included for all commercial stations.

This analysis has not been generally released because the FCC has not as yet released the 1938 breakdown. The information for the years 1937 and 1939 through 1942 has been sent to numerous stations upon individual station requests for any information which would aid them in filing appeals for relief under Section 722. It is expected that the 1938 figures will be released to NAB within the next week. There is no information available for the year 1936.

WAR EFFORT

The NAB Research Department has analyzed and tabulated the monthly War Effort reports received from stations. It has calculated the advertising value of the contributions of radio broadcasting by advertisers and broadcasters to the war effort. The source of the NAB estimates is three-fold. The first phase is based on these monthly reports from broadcast stations listing the war effort broadcasting originated locally by the stations. The second phase of the estimates utilizes the OWI allocations plan for national and regional networks and network and national spot advertisers. The third phase of the estimates involves special reports from the networks giving the amount of time devoted by networks to the war effort. This is in addition to their own and their advertisers contributions under the OWI allocations plan.

The Director of Research has worked closely with the War Advertising Council in releasing figures of radio's part in the war effort.

The War Advertising Council appointed a Media Committee consisting of a representative from Outdoor Advertising, Periodical Publishers Association, National Association of Broadcasters, and the American Newspaper Publishers Association, with an ex-officio member representing the Council, to recommend a formula satisfactory to all media for compiling the expenditure figures on war effort advertising. Mr. J. Harold Ryan represented the NAB. This committee called in the research specialists of each of the media groups and Paul Peter served for NAB. This committee was able to present a specific formula for such compilations, backed unanimously by the representatives of the four major advertising media and the formula has been approved by the War Advertising Council. The committee was convinced that no single rigid procedure could be formulated which would be applicable to all media. Differing media characteristics make essential separate yardsticks which take these peculiarities into account. The section which has particular reference to radio is as follows:

> "War theme advertising figures will be furnished by the National Association of Broadcasters on the basis of special reports secured from individual stations, and network and national spot allocation reports prepared by the Office of War Information. NAB's station figures are compiled on a sample basis, and projected nationally. The committee analyzed in detail the nature of radio sustaining time to determine where similarities existed between such time contributed by stations and the editorial content of newspapers and magazines. It was agreed that radio sustaining time devoted to messages that deal with a specific home front campaign, requested by OWI or some other government agency, and furnished to the stations in the form of either scripts or transcriptions, qualify as war advertising contribution of the medium. On the other hand, newscasts, home service programs, dramatic programs with a general war background, and similar features would not qualify as an advertising contribution.
>
> "Radio support of war themes will be computed as follows:
>
> a) Announcements and programs which originate locally, apply average gross rates.
> b) Network and national spot programs, apply to the overall cost of the program (time and talent) the ratio between the time devoted to a war message

> and the commercial copy limitations for individual length programs established by the NAB Code. For example, the Code establishes three minutes of commercial time as the maximum for a half-hour night-time program. If, on such a program, one minute of time is devoted to a war message, the war theme contribution is regarded as one-third of the total cost of the program. If the war message occupies a half-minute, the war theme contribution is one-sixth of the total, etc.

"Inasmuch as OWI is the focal point for network and other allocation programs, the implementation of the latter procedure is dependent on OWI cooperation. The problem has already been discussed with officials of the Radio Bureau and they have approved the procedure in principle. NAB will work out the details with OWI.

"In those instances where a war theme receives thematic treatment on a network program the full cost of the show will be credited as a war advertising contribution. This technique has been used effectively by such performers as Fibber McGee and Mollie, Jack Benny, Fred Allen and others."

The Research Department has also furnished the Treasury Department with estimates of radio's war bond advertising during the War Bond Drives. These estimates have been released in the NAB Reports.

SMALL MARKET STATIONS

At the request of the Small Market Stations Committee, the Research and Engineering departments undertook a study of small market station coverage. For the purposes of the study, a small market station was described as being located in a community of less than 50,000 population, outside the geographic limits of metropolitan districts as defined by the U. S. Census, and operating with less than 5,000 watts power. Under this definition, 379 standard broadcast stations were classified as small market stations.

From the calculated radii furnished by the Director of Engineering, the Research Department plotted the calculated one-half millivolt contour of each of the 379 stations on individual minor civil division State maps, applied population to each minor civil division or part thereof included in the station's coverage, and totaled this population for each state. The detailed figures by states will be incorporated in a presentation to be made during the War Conference.

RADIO MARKET DATA HANDBOOK

The NAB Radio Market Data Handbook, the first such publication issued by the Association, was released in October 1943 after nearly a full year of exhaustive work by the Research Department in calculating and compiling the facts and figures. A complimentary copy of this 261-page handbook was sent to each NAB member. The book is available to others at a printing cost price of $1.50 per copy.

The primary use of the Radio Market Data Handbook is probably the promotion of the sale of broadcast advertising. However, it is filling a need in all branches of the industry. The factors included are: Population, Retail Trade (Food Group, General Merchandise Group, Apparel Group and Drug Stores), Families, Percent Radio and Radio Families by County (with Urban, Rural Non-farm and Rural Farm sub-totals for each County) and by Cities of 2,500 population or more, for all states and the District of Columbia; the United States totals; and the totals for the 140 Metropolitan Districts. The handbook also includes a chart and statistics on the Growth of Radio from January 1, 1922 through January 1, 1943.

ESTIMATED RADIO FAMILIES—JANUARY 1, 1944

The January 1, 1944 estimate of radio families was prepared by a special committee of the Research Committee consisting of Ed Evans of Station WJZ; John Churchill of CBS; Kenneth Greene of NBC; Barry Rumple of NBC; Frank Stanton of CBS; and Paul Peter, secretary. The details of the estimate are as follows: Radio families (having one or more sets), 32,500,000; Extra sets in homes and sets in places of business, 18,500,000; Auto radios, 9,000,000; Total Radio Receiving Sets, 60,000,000. In compiling the estimate the Committee used figures from manufacturing sources and from a special survey conducted by the Bureau of the Census for the Office of Civilian Requirements of the War Production Board.

ADVISORY COMMITTEE ON GOVERNMENT QUESTIONNAIRES

At the call of the Budget Bureau to industry for counsel, an Advisory Committee on Government Questionnaires was created. Various industries are represented and act as sub-committees. A Broadcast Sub-committee was appointed with the Director of Research acting as secretary. A meeting was held June 8, 1943 in Washington at which time Mr. J. H. Ryan was elected chairman. Various survey requests from Governmental sources have been handled by the committee.

ACCOUNTING

The NAB Accounting Committee of which the Director of Research acts as secretary has had but one meeting since the War Conference of last year. The committee reviewed the FCC Financial and Employee Data form and submitted recommendations for revision to the Broadcast Sub-committee of the Advisory Committee on Government Questionnaires. The committee also discussed the Program and Transmitter Log requirements of the Commission and the forms employed for reporting changes in stock ownership of stations. The NAB Program Log Recommendation which was prepared by the Accounting Committee in 1940 was reviewed and minor revisions necessitated by certain changes in FCC rules and regulations were made. The revised Recommendation was sent to the Broadcast Subcommittee to be included in discussions with the FCC.

MISCELLANEOUS

The Research Department collaborated with the Engineering Department and the FCC in formulating policy on the FCC-NAB Technician Surveys. It also aided in the actual compiling of the list of licensed operators secured from the FCC.

The Department tabulated and cooperated in interpreting results of the Department Store Survey sent out by the Bureau of Broadcast Advertising.

The Research Department has contributed its services in calculating data and presenting charts, etc., on radio tubes and batteries.

The Department has furnished statistics in connection with Labor and Musicians problems. It has published employment statistics including average employment and average salaries by class of station and city size groups and rendered special services to individual stations upon specific requests.

The Department has continued to furnish information to member stations and outside organizations on broadcasting and related subjects.

A complete file on each standard broadcast station is kept up-to-date and such a file is now being installed on FM and Television stations. The tables appearing at the conclusion of this report are taken from the file on standard broadcast stations.

The Director of Research serves as secretary for the Research and Accounting Committees. The make-up of these committees is as follows:

NAB Accounting Committee:

H. K. Carpenter, Chairman, WHK—Cleveland
John B. Conley, WOWO—Fort Wayne
Charles C. Leonard, WAVE—Louisville
Jess Swicegood, WKPT—Kingsport
Lloyd C. Thomas, KGFW—Kearney
Samuel R. Dean, CBS—New York
Harry F. McKeon, NBC—New York
Paul F. Peter, Secretary

NAB Research Committee:

Hugh Feltis, Chairman, KFAB—Lincoln
Roger W. Clipp, WFIL—Philadelphia
Edward F. Evans, WJZ—New York
G. Bennett Larson, WWDC—Washington
John C. McCormack, KWKH—Shreveport
Barry Rumple, NBC—New York
Frank N. Stanton, CBS—New York
Jack Williams, WAYX—Waycross
Paul F. Peter, Secretary

Working Guests of the Research Committee:

John Churchill, CBS—New York
Kenneth Greene, NBC—New York
Richard Puff, MBS—New York

NOTE: Until he became NAB President, J. Harold Ryan was chairman of the Research Committee.

Much has been accomplished during the past year in the research field and plans are being made for increased activities during the coming year.

Respectfully submitted,

PAUL F. PETER,
Director of Research.

August 11, 1944.

STATION ANALYSES

	Stations as of July 1, 1944	*NAB Membership August 8, 1944*
Clear Channel:		
Unlimited (50kw)	47	40
Part-time (50kw)	4	4
Unlimited (5 to 25kw)	29	22
Part-time (5 to 25kw)	6	4
Regional Channel:		
Unlimited	269	211
Limited and Day	41	24
Part-time	16	7
Local Channel:		
Unlimited	428	260
Day and Part-time	26	7
Total Commercial, Operating in Continental U. S.	866	579
Non-commercial	32	2
Territorial	14	7
Construction Permits	12	4
Total Standard Broadcast Stations	924	592
Frequency Modulation		4
Total NAB Stations		596
Networks		2
Associate Members		26
Total Membership in NAB		624

Metropolitan Districts (1940 Census)	*Operating Commercial Stations Continental U. S.*		*Non-Commercial Stations*		*Territorial Stations*		*Construction Permit Stations*		*Total Stations*	
	Total	*NAB*	*Total*	*NAB*	*Total*	*NAB*	*Total*	*NAB*	*Total*	*NAB*
2,500,000 and over	70	37	4	0	0	0	0	0	74	37
1,000,000 to 2,500,000	49	32	1	0	0	0	0	0	50	32
500,000 to 1,000,000	51	38	2	0	0	0	1	1	54	39
250,000 to 500,000	100	77	3	1	1	0	0	0	104	78
100,000 to 250,000	128	105	2	0	7	4	2	0	139	109
50,000 to 100,000	52	45	1	0	1	0	2	1	56	46
City and Town										
25,000 to 50,000	120	84	1	0	0	0	0	0	121	84
10,000 to 25,000	203	118	9	0	0	0	2	1	214	119
Less than 10,000	93	43	9	1	5	3	5	1	112	48
Total Standard Broadcast	866	579	32	2	14	7	12	4	924	592
Frequency Modulation										4
Total NAB Stations										596
Networks										2
Associate Members										26
Total Membership in NAB										624

Public Relations

Under the able chairmanship of Edgar Bill, President of WMBD, the industry's first Public Relations Committee has in the past year and four months developed and placed in operation a complete public relations plan for the National Association of Broadcasters. Members of the Public Relations Committee who have given of their time and thought in generous quantities are:

Craig Lawrence, KSO
Kern Tips, KPRC
John F. Patt, WGAR
Lawrence W. McDowell, KFOX
Leslie W. Joy, KYW
Edgar H. Twamley, WBEN
Frank M. Russell, NBC
Frank Stanton, CBS

District Public Relations Chairmen, seventeen in number, have taken extraordinary interest in the problem and many of them have travelled to executive Committee meetings at their own expense in order to sit in on the long range planning for the industry.

Acting on the plan's first principle, that the burden of public relations for the broadcasting industry rests on station management, approximately four hundred station managers have thus far placed themselves on record with the Committee in the assumption of this responsibility and declared their willingness to cooperate.

Their sincerity and the loyal energy of hard working men and women in station promotion jobs throughout the industry soon will result in the publication of an inspiring book entitled "Management in the Public Interest,"—a book which tells radio's public relations story in pictures—real life photos of station operation in the public interest. More than one thousand photographs were sent to NAB by station promotion departments. They had to be found in both old and new files. Many were made expressly for the book. All were selected to illustrate specific phases of station operation described by the Public Relations Committee. Grateful acknowledgment is made of the consideration which was shown this unusual request by the personnel of NAB member stations.

The Committee reports that during the past year, due to the agreement and cooperation of high civil and military authorities in Washington, beginning with the White House, radio was given well earned recognition in the change of "press conferences" to "press-radio" or "news conferences."

Friendly and understanding Army and Navy public relations officers saw fit to discontinue the requirement that "disclaimer" announcements be inserted in commercial programs originating at camps, posts or stations or on which military personnel appeared. Thus the public, having been continuously informed since early in the war, did not have to listen further to the explanation that the "appearance of military personnel does not constitute an endorsement of the products advertised," etc., implied acknowledgment being that radio and its advertisers would not, and did not, seek to establish such endorsement.

Radio's public service on D-Day, June 6, stands apart as the greatest public relations achievement in the history of the medium. In view of the Committee's position that good programming is both the means and the end of good public relations, this demonstration is without parallel.

In no way connected with radio's coverage of the war but in recognition of radio's war service, the same month brought an award from the Chief Signal Officer of the United States to the National Association of Broadcasters, a Certificate of Appreciation for services rendered the Signal Corps in the recruitment and training of military personnel. The presentation ceremony, in which Brigadier General Jerry V. Matejka delivered the Certificate to Harold Ryan, NAB President, was recorded by NAB and the record distributed free to stations requesting it, these being the majority in the industry whose efforts were responsible for the award.

In addition to the procurement and training of technical personnel, which was a station project, NAB regularly has provided the War Department with information on former station personnel with programming and administrative skill, with the result that many have been transferred for duty in such fields.

Recognition of radio's contribution to the war effort has come in many forms. Secretary Morgenthau scored a "first" when he appeared on a "Treasury Star Parade" program following the Third War Loan and thanked the manager and staff of each station on which the recording was played for their efforts in the sale of War Bonds.

Kate Smith, Ted Collins and a company of featured artists made a fifteen minute recording, "Report on Wartime Radio," which the Columbia Broadcasting System made available as a gift to the industry. The Public Relations Committee of NAB sponsored this recording to all stations desiring pressings and many were broadcast throughout the country.

The NAB Public Relations Department has maintained a continuous flow of information to the public on "Radio in the War," by means of news releases, speeches, pamphlets, recordings, etc.

What is called the "Working Plan of Public Relations for the National Association of Broadcasters" was adopted by the Public Relations Committee, after several months of preparation, in September of 1943. The principles and objectives laid down in the plan have been carried to the broadcasters by the Director of Public Relations through printed material, letters and conferences with District Public Relations Chairmen, appearances at NAB District Meetings and other avenues. Appearances were made before the 5th District and the Florida Broadcasters' Association in the fall of 1943 and before Districts 2, 3, 6, 8, 10, 12, 13, 14 and 16 in the spring of 1944.

The NAB Public Relations Director addressed the Association for Education by Radio, Stephens College, Columbia, Missouri, in conference from November 19 to 21, 1943; the Health Conference of the New York Academy of Medicine, New York City, December 14, 1943; the Radio Council of Greater Cleveland, January 27, 1944, and, as Vice-President of the Advertising Federation of America, presented the A.F.A. Charter to the Women's Advertising Club of Washington, D. C., November 9, 1943—attending the School Broadcast Conference, Chicago, November 28-30, 1943, the Institute for Education by Radio, Columbus, Ohio, in May of 1943 and 1944, and the annual conventions of A.F.A. and A.N.P.A.

The Public Relations Department has issued all news releases, statements, articles and stories of general information as the "NAB News Bureau." This service includes material for speeches by NAB members, information for syndicated features such as "Our Great America," which has an estimated 7,000,000 newspaper circulation, and pamphlets for station and public distribution.

Following the 1943 War Conference, the NAB brochure entitled "Action" was distributed to 2700 Chambers of Commerce and 500 schools and colleges. In recent months the Public Relations Department has participated in writing or revising and distributing the pamphlets, "Working for Radio," "Is Your Hat in the Ring?" and "Does Radio Owe a Doctor Bill?" A report of approximate mailings over the past sixteen months is as follows:

3,123—"ABC of Radio"

654—"NAB Code"
9,800—"How to Listen to the Radio"
1,200—"Is Your Hat in the Ring?"
765—"Let's Keep Radio Free"
13,000—"What Is Public Interest, Convenience and Necessity as Applied to Radio?"
1,370—"Does Radio Owe a Doctor Bill?"
420—Symposium of the following:
  "The Broadcasters' Code" by Earl J. Glade
  "The Role of the Listener" by Mrs. Arch Trawick
  "Tuning in on the Home Front" by Miss Mabel G. Flanley
3,765—"Working for Radio"
3,670—"Tomorrow's Radio Programs"
3,000—"What the May 10th Supreme Court Decision Means to American Broadcasting to the American People"
1,200—"How to Use Radio in the Classroom"
1,500—"Broadcasting to the Youth of America"
1,000—"How to Use Radio"
3,000—Reprints of Editorial Comment on the Supreme Court Decision of May 10th
4,000—"Action"

NAB files contain folders, pamphlets and speeches on approximately 100 variously styled topics.

The report of the Listener Activity Department of NAB, which is a division of the Public Relations Department, will be found elsewhere under that heading.

RADIO NEWS COMMITTEE

For the purpose of giving expert attention to the problems and growing importance of radio news, a Radio News Committee was appointed and met in New York City on September 15-16, 1943; the committee members being:

Karl Koerper, KMBC, Chairman
L. Spencer Mitchell, WDAE
Paul White, CBS
William Brooks, NBC
William Dowdell, WLW
Rex Howell, KFXJ
Tom Eaton, WTIC

With typical directness, this committee went to the heart of radio's news problem, which was proper training of news personnel. A subcommittee was appointed and authorized to take up the matter with representatives of America's educational institutions. First response came from the National Association of State Universities, which furnished a special committee to meet with the Radio News Sub-Committee, NASU representatives being Dr. I. Keith Tyler, Director of Radio, Ohio State University; Mitchell V. Charnley, Professor of Journalism, University of Minnesota and Wilbur Schramm, Director, School of Journalism, University of Iowa.

Preliminary plans laid by these two committees resulted in the entry of the American Association of Schools and Departments of Journalism into the deliberations, under the leadership of AASDJ President, Fredrick S. Siebert, Director, School of Journalism, University of Illinois. In Chicago on June 23-24, 1944, the combined committees met and outlined a proposed Council on Radio Journalism, a permanent group to formulate standards and install full-time courses in radio journalism in schools and colleges. Siebert was joined at this meeting by AASDJ members, Paul H. Wagner, Department of Journalism, Indiana University; Richard W. Beckman, Department of Technical Journalism, Iowa State College and Frank E. Schooley, Executive Secretary, National Association of Educational Broadcasters and Program Director, Station WILL, University of Illinois.

Under the direction of Richard Beckman, a survey of station newsroom manpower needs was undertaken immediately. Fred S. Siebert accepted the responsibility of preparing the detailed Council plan for presentation to the Radio News Committee, the NAB Board of Directors and the NAB membership in convention at Chicago, August 28-31.

Thus the NAB Radio News Committee, in its few months of existence, has exhibited the ability to treat with fundamentals in the face of temptation to identify itself more prominently with the dramatic role being played by radio news in the present world-wide conflict, a role that the Committee feels is in capable hands, scarce as they may be.

As time permits, it is the intention of the Radio News Committee to take up every angle of news broadcasting and study it to the end.

PROGRAM MANAGERS' EXECUTIVE COMMITTEE

The Program Managers' Executive Committee was appointed and met first in March of 1943. Two meetings have been held since, the personnel now being:

Harold Fair, WHO, Chairman
Clarence L. Menser, NBC
Doug Coulter, CBS
Ray Shannon, WHAS
William J. Adams, WHEC
J. Robert DeHaven, WTCN
Irvin G. Abeloff, WRVA
Robert Evans, WSPD

The main objectives of this Committee are maintenance of high program standards, education of program personnel and close cooperation with station management.

The Committee has given constant attention to the problems of wartime programming while pursuing its outline for industry improvement.

On January 11-12, 1944, in New York City, especial attention was given the problem of labor programming, when more than a score of A. F. of L. and C.I.O. representatives met with the Committee and discussed at length the ways and means of presenting labor to the public through the vehicle of radio. Mutually satisfactory conclusions were reached.

At this same meeting a series of articles was outlined for NAB Reports which could be bound into a program manager's handbook. Irvin Abeloff and George Sutherland were appointed as a sub-committee in charge of preparations. With a sufficient number ready, the first articles were printed in a special bulletin accompanying NAB Reports of July 14, the "Foreword," by Harold Fair and "The Program Manager's Obligation to Management and Audience," by Irvin Abeloff. Additional articles scheduled for release are "The NAB Code and Programming," by Edgar L. Bill, President, WMBD, former Code Committee Chairman; "The Program Manager Looks at the Technical Department," by Robert DeHaven, WTCN, and "The Technical Department has a Look at the Program Department," by Reed Snyder, WHO. The full list covers all phases of programming activities and responsibilities, including music, copyrights and understanding of unions.

By undertaking this series of articles, in which programming, its importance and its problems should receive thorough definition, the Program Managers' Executive Committee is displaying its devotion to the principle of "first things first."

NAB CODE COMPLIANCE COMMITTEE

The NAB Code has been under the administration of the following Code Compliance Committee for the past year:

William B. Quarton, WMT, Chairman
Grant F. Ashbacker, WKBZ
William S. Hedges, NBC
Felix Hinkle, WHBC
Herbert Kendrick, WJLS
Eugene O'Fallon, KFEL
Arden X. Pangborn, KEX
Jan Schimek, CBS
Lee B. Wailes, KYW

This period has seen exceptionally few cases requiring interpretation of the provisions of the Code.

On June 16-17, 1943, labor's position under the Code was given thorough study by the Committee and representatives of the American Civil Liberties Union. A clear and satisfactory conclusion was reached and outlined in NAB Reports of June 25, 1943.

Since that time, no problem of significance has been presented to the Committee, activity having been limited to occasional interpretations for the benefit of station managers.

Recently the Political Action Committee of the C.I.O. issued and distributed widely a "Radio Handbook." This book contains a strong denunciation of the NAB Code. The challenge was met by a statement from President Harold Ryan which appeared in NAB Reports of August 4, 1944. At its August 28th Conference meeting the Code Committee will give the matter further consideration.

It is believed that the function of the Code as an advisory instrument has been clearly established, which a broadcaster may use at his discretion in determining his type of management under his license.

Willard D. Egolf,
Director of Public Relations.

Listener Activity

Measurement of accomplishment in public relations is always difficult, but if a great increase in prestige, activity, correspondence, public appearance and consultant services spells progress, the Listener Activity Department can so report. The work is carried on under several divisions, as follows:

ASSOCIATION OF WOMEN DIRECTORS

This organization with an accredited membership of 650 women on staffs of NAB stations has completed a significant year. Several studies were made concerning the character of local women's service programs and of the releases received from commercial organizations. A letter from President Ryan with a statement from the Sales Managers' Committee reached each member. AWD held a successful session at the Ohio Institute with well-known speakers as well as conducted its annual meeting where the constitution and by-laws were adopted. Regional conferences have been held. Quarterly issues of the Beam were edited and released. Several AWD committees function regularly. A Rural Committee has been set up to cooperate with the Department of Agriculture, government agencies, and the Association of Farm Directors. An Advisory Stephens College Committee has been established to aid in the new course being inaugurated to train women directors and broadcasters. The outstanding event of the year was the editorial campaign on the "American Home" which was conducted during the spring months with the cooperation of 25 national women's organizations representing over 20,000,000 persons. These groups sent three specially prepared spot announcements to each AWD member. The campaign opened with a brilliant luncheon and NBC network show in February. It closed with a Blue Network program in July. Considerable newspaper publicity and much approbation from national leaders attended the effort. Another campaign is contemplated for next year.

RADIO COUNCILS

The development of Radio Councils continues both through new organizations and the strengthening of and expansion of older ones. Thirty Radio Councils in key cities, with a combined potential membership of over 2,000,000 have gone on record for the American System of Broadcasting and are aiding local stations through program promotion, distribution of material on radio, evaluation, radio education, survey, children's programs, free time requests, etc. Increased prestige in personnel and projects characterize the year's activities. Matters pertaining to Radio Councils are checked with the NAB Public Relations Committee. A panel discussion on Radio Councils and community radio projects was scheduled at the NAB 1944 War Conference.

CHILDREN'S PROGRAMS

NAB maintains the largest file of children's programs in the world. This source material is constantly used by broadcasters, lay groups, newspapers and magazines. Many invitations to speak on the subject are received. A session on Children's Programs will be conducted at the Stephens College Radio Conference, November 1944. A brochure, giving a resume of various types of children's programs adaptable to local station production, is in process. Contact is maintained with organizations such as the American Library Association, Children's Bureau, Junior League, Parent-Teacher, etc. At the request of the Children's Bureau, Department of Labor and with the cooperation of NAB station managers, a survey was made of radio's efforts, national and local, in the reduction of juvenile delinquency. A full report will be available to the industry, together with suggested scripts for local use.

NATIONAL ORGANIZATIONS

Close contact is maintained with most national organizations on the local, state and national levels. Our services include cooperation in planning yearly objectives and representation of radio on convention agendas, as consultant on radio problems, in distribution of radio material, in guiding use of radio time and educating in proper listening habits and program evaluation. Since there are almost 70,000 radio chairmen elected frequently, this process of guidance is of strategic importance to broadcasters. Great strides have been made recently through the cooperation of 25 national women's groups with the AWD of NAB in the American Home Campaign. Each went on record for radio. Several national organizations passed resolutions endorsing the "freedom of the air" industry issue. Mrs. Lewis, representing NAB, was invited to a White House conference called by four major women's groups and Mrs. Roosevelt, on women's role in postwar. Radio was the only industry present.

A "Handbook for Radio Chairmen" is off the press for stations to distribute to persons seeking free time or information on radio. Many thousands of copies will be sent to radio chairmen from coast to coast.

RADIO EDUCATION

Through personal contacts with radio educators and visits made to radio education centers, reasonably accurate information is available at NAB headquarters. Attendance and/or participation at Radio Education Conferences and Workshops is maintained. Cooperation with the FREC and the Association for Education by Radio is also continued. Valuable progress, notably in New Jersey and Iowa, has been made through the leadership of Radio Councils.

Tours

During the year, Mrs. Lewis has addressed about 30,000 persons at conferences, conventions, club meetings, colleges and schools, as well as broadcast over major stations. She has travelled over 20,000 miles reaching major cities from coast to coast.

Material

Through the Listener Activity Department over 250,000 copies of radio brochures and information material have been released to leaders throughout the country.

Speakers

Lists of speakers on radio subjects are also available to the public or the industry.

Acting as liaison between public and industry, the history of this department holds an enviable record for harmonious relationship. Its future objectives are concerned with an educational program for the public on the principles of the American System of Broadcasting, with emphasis on the responsibilities of listeners in its democratic process. Increased service will be available to stations, organizations and individuals in national and community radio projects, and in the use of radio to the public interest. Continued effort will be made to bring added prestige to the industry.

Mrs. Dorothy Lewis,
Coordinator of Listener Activity.

Engineering

Those charged with responsibility for the technical operation of broadcast stations have, to a large extent, now established stable operating conditions. In other words, wartime operation has now become what we might call the normal practice instead of the new and untried. Problems of equipment maintenance and the training of replacement personnel have been met with little, if any, deterioration in service to the American public.

Until recently, the work of the Engineering Department has consisted almost entirely of assistance to the industry and to individual stations in adjusting technical operations to a wartime basis. This assistance can be broadly divided into problems of manpower, materials and cooperation with government agencies.

EXECUTIVE ENGINEERING COMMITTEE

Since the 1943 War Conference, there have been two meetings of the NAB Executive Engineering Committee. The Director of Engineering frequently consults with members of the Executive Engineering Committee for advice and counsel on technical matters of broad importance to the industry. Members of the Executive Engineering Committee are furnished with copies of all RTPB reports in order that the NAB vote on these reports may reflect the majority opinion of the Committee. The membership of the Executive Engineering Committee is as follows:

John V. L. Hogan, Chairman, WQXR
Franklin M. Doolittle, WDRC
G. Porter Houston, WCBM
Willliam B. Lodge, CBS
O. B. Hanson, NBC
Howard S. Frazier, NAB, ex-officio

TECHNICAL MANPOWER

Through the NAB Technician Pool, this department has recruited more than 700 licensed technicians who expressed their desire to secure a position with a broadcast station and filed a formal application with NAB setting forth their qualifications and other information desired by employers. A substantial portion of this number has already been placed with broadcasters. It is impossible to determine the exact number of new technicians brought to the industry as many stations and applicants failed to report their employment to NAB.

A survey of licensed radiotelephone operators, to determine those available for placement with stations, has been conducted jointly by the Federal Communications Commission and NAB. NAB cooperated by furnishing the needed personnel to address the postal card questionnaire and also distributed the names of operators who reported a desire to obtain employment.

The Executive Engineering Committee meeting in Chicago during the 1943 NAB War Conference approved an experimental program for the training of women as studio operators. The Board of Directors appropriated the necessary funds for this project and the recruiting of students was carried out in the New York City area where training facilities were available and the general labor situation was less critical than in other populous centers. The four national networks cooperated in the training program by supplying experienced lecturers and studio control facilities for practice use. RCA Institutes of New York coordinated the training activity and furnished an instructor who was present with the class at all times. Thirteen women were selected from more than 1,000 original applicants. Twelve of these women were graduated from the class after a part-time instruction period of twelve weeks. Nearly all are now employed by broadcast stations. At the time the original experimental class was graduated, the manpower situation had eased somewhat and it has therefore not been considered advisable to train additional women through this cooperative industry program. The training course and the methods of instruction have been made available to many stations upon request, and it is believed this training has resulted in the placing of many competent women operators with stations.

In recent months the military, through the Selective Service System, has concentrated on the induction of younger men. This fact together with regulations of the War Manpower Commission has tended to stabilize technical employment in the industry.

MATERIALS

Due to the adoption by the industry of conservation measures, the work of the Radio and Radar Division of WPB, the repairing of power tubes and the exchange of surplus items between stations through the SWAP Bulletin, we can say that no station has been off the air, longer than a brief period, because of the lack of replacement tubes and parts. At the present time, we expect replacement tubes, parts and equipment to gradually become available in greater quantities. It is also anticipated that within the next few months many items of capital equipment, such as turntables, microphones, recorders, etc., will again become available to those stations which have equipment needing replacement.

RADIO TECHNICAL PLANNING BOARD

Broadcasting has always been an industry of growth, expansion and technical improvement. What is more natural then, at this time, when wartime operating conditions have stabilized, than to turn our thoughts to the future? NAB took an active part in the formation of the Radio Technical Planning Board and was one of the original contributing sponsors. The Director of Engineering is the NAB representative on the Radio Technical Planning Board and the Administrative Committee of the Board. He is also a member of each of the thirteen panels of RTPB and chairman of Panel 4 on Standard Broadcasting.

The work of the Radio Technical Planning Board is well under way and already the panels on Television and FM have submitted reports outlining the technical standards recommended for these broadcast services in the post-war period. Panel 4 on Standard Broadcasting has completed work on many of the agenda items, and a preliminary report from this group can be expected early in the fall of 1944. It is anticipated that Panel 4 will recommend the extension of the standard broadcast band from 550 to 530 kc. This proposal, if adopted, would make available to the broadcast industry two additional channels ideally suited for rural coverage.

ALLOCATION PROBLEMS

Post-war allocation of radio frequencies to the various services using the spectrum is a complex problem of the utmost importance to government and commercial organizations engaged in radio communications. The Inter-Departmental Radio Advisory Committee is the group that evaluates the requirements of government and commercial interests for spectrum space. This committee recommends frequencies to be assigned for governmental use and certain bands of frequencies for assignment by the Federal Communications Commission to non-government organizations. The Department of State is the agency responsible for American participation in international radio conferences held for the purpose of determining the international aspects of allocation and operating practices.

The radio industry through the Radio Technical Planning Board and its various panels is now attempting to determine the allocations required for non-government use and effect compromise where conflicting claims originate within industry from the various radio services.

Thus the allocation problem is one requiring the closest cooperation between government and industry. There is now every indication that the Federal Communications Commission, Department of State, the Inter-Departmental Radio Advisory Committee and the Radio Technical Planning Board will cooperate for the common purpose of securing the best possible post-war allocation of radio frequencies. It has long been obvious that this allocation cannot possibly make available to the various services all of the frequencies that will be requested. Already the demand for frequencies below 400 megacycles far exceeds the space available in this portion of the spectrum. The best that can be hoped for is an allocation which will provide frequencies for the minimum requirements of each radio service.

Within the Radio Technical Planning Board there are already conflicting claims for that portion of the spectrum between 50 and 60 megacycles. The number one television channel is now in this region together with an amateur band between 56 and 60 megacycles. The FM broadcasters have also requested nearly all of this portion of the spectrum. The Allocation Panel of the Radio Technical Planning Board is now attempting to effect compromise between these services.

Standard broadcasters are assigned three bands of supplementary frequencies, the lowest beginning at 1606 kilocycles and the highest ending at 161.925 megacycles. Already other services, both government and commercial, are requesting these frequencies. Broadcasters are therefore faced with the problem of substantiating their claims for frequencies in this portion of the spectrum needed for relay-pickup and other supplementary purposes. The Engineering Department is keeping in close touch with allocation developments as this work promises to be of major importance during the period of post-war readjustment we are now approaching. NAB is now surveying the present use and future need for these frequencies.

A WORD OF CAUTION

During the years, just before this nation entered the war, two new methods of broadcasting, Television and Frequency Modulation, were introduced in this country.

With the entry of this nation into the war commercial expansion in these new fields came to a standstill. However, with the closing of laboratory doors behind a veil of military secrecy technical developments of far-reaching importance have been made.

While nothing of a factual nature regarding these developments is available at this time it seems certain that they are likely to effect major changes on the future of the broadcast industry.

It would therefore seem to be a prudent course for broadcasters to withhold extensive plant expansion until more conclusive technical information is available.

Respectfully submitted,
Howard S. Frazier,
Director of Engineering.

Promotion and Circulation

America's listening audience is located in 33,716,000 radio homes, a new high mark in radio history.

The new figure was determined in April, 1944, through field research by the Bureau of the Census for the Office of Civilian Requirements, War Production Board.

On the average there are 1.4 radio sets located in each home—a total of 46,300,000. In addition there are 9,000,000 automobile receivers and 4,700,000 other sets in places of business, institutions of various kinds, hotels, etc.

Daily instantaneous mass communication by radio is thus provided to 90 per cent of U. S. families; 128,000,000 people have direct access to listening in their own homes to the programs of one or more stations. Population without receiving sets, however, is not excluded from radio listening since such individuals hear in their friends' homes, in stores, riding in car pools, etc.

Though radio set manufacture was discontinued in April, 1942, listeners experienced no serious inconvenience through inability to purchase new receivers. In confirmation is the fact that sets for 3,000,000 new radio homes, created since the 1942 manufacturing freeze order, came largely from dealers' stocks and from multi-radio homes.

During the wartime period radio tubes have been in insufficient supply to keep all primary and secondary sets in operation. But at no time did the shortage materially reduce the number of operating sets.

Indeed, the same survey which revealed the 33,716,000 radio families indicated that the ravages of wartime conditions had rendered only 15 per cent of radio sets temporarily out of order, awaiting tubes or other repairs. A large percentage of these were in homes having more than one set.

Due to restricted civilian supply, radio tube black market operations developed in many sections of the country. Currently these are being dealt a heavy blow by increased shipments. It now seems reasonable to expect that 18,000,-

000 to 20,000,000 tubes will be made available for home radios in the six months' period, July to December.

It is likely that all black market tube operations will disappear entirely early in 1945, if not before. Even now a number of large legitimate merchants have been solicited by black market operators to take over their entire tube stocks, at list, less 40 per cent.

Tube threat to radio circulation no longer exists. Moreover, manufacturers are poised to begin set production as soon as WPB thaws the freeze order. The quality of sets in all price ranges is expected to show improvement over pre-war models. Many sets retailing from $60 and $65 up will cover the standard, FM and one or more shortwave bands. It is also reported that many manufacturers will have at least one "super-radio" model in their line capable of passing 8,000 cycles on the AM band.

Because of the nature of work done by this department, relations must be maintained with many government departments and agencies in addition to those concerned with the maintenance of broadcasting and receiving. These seek the support, participation or understanding on the part of the public. Several contrasting examples are included herein. Conferences with such agencies and departments, at the planning stage, produce most satisfactory results and, likewise, smoother station operation.

CERTIFICATE OF APPRECIATION

In July of this year, the Chief Signal Officer of the Army of the United States awarded NAB a "Certificate of Appreciation" in recognition of loyal and patriotic services rendered the Signal Corps by broadcast stations in recruitment and training of military personnel.

More specifically, this award was official acknowledgment of the benefits accruing directly to the Army for the recruiting and training of candidates for the Signal Corps, begun in June, 1941, and continuing through 1942. Students were numbered in the tens of thousands and classes were held in forty-six states. Official presentation was made by Brigadier General Jerry V. Matejka, Chief, Personnel and Training Service, Office of the Chief Signal Officer, on behalf of the Chief Signal Officer, Major General H. C. Ingles. General Matejka said, in part:

> "Both the National Association of Broadcasters and the Chief Signal Officer have honored me highly in permitting me to give you this certificate.
>
> "It is only a piece of paper, but it is given just as a decoration is bestowed by a grateful nation on a heroic soldier on the battlefield. It is the Chief Signal Officer's hope that you will accept it in that spirit.
>
> "The Signal Corps has been given big jobs to do, and one of the biggest has been to obtain and train the hundreds of thousands of men and women needed to transmit messages, operate switchboards, give warnings of air attacks, design, furnish and maintain equipment, and to produce and distribute photographs and movies of the war.
>
> "When the going was toughest, the National Association of Broadcasters took the lead in helping us in the Signal Corps to get the personnel we needed.
>
> "Time is precious in war, and you gave us the time of your people and much time on the air."

In receiving the scroll, on behalf of the hundreds of radio stations throughout America which cooperated with NAB War Committee, President Harold Ryan said, in part:

> "When the needs of actual warfare expanded the demands, the stations responded with every facility at their command. Broadcasts, state meetings of educational institutions, letters and personal calls were used to obtain applicants for courses in radio instruction. Classes were held in radio station studios, school and college classrooms and even empty store rooms, with radio engineers giving liberally of their time as organizers and instructors. The National Association of Broadcasters prepared two courses on the Fundamentals of Radio, each with a series of practical experiments. Recruits by the thousands were prepared for active army duty with the Signal Corps.
>
> "The radio stations gave much more than time on the air. The knowledge and time of station employees were dedicated in large measure to this undertaking. Thus it characterizes the devotion of broadcasters everywhere to the prosecution of the war, whether it be in recruiting military personnel or in the many services which broadcasting renders as a medium of communication with the people."

WAR LOANS

Broadcasting continues its usual superlative support of the nation's recurring war loans. Regarding its assistance during the period of the 5th War Loan, Henry Morgenthau, Jr., The Secretary of the Treasury, wrote, on August 2, to President Harold Ryan:

> "In your capacity as the representative of the radio industry, please accept the sincere thanks of The Treasury Department and the people of America for the time and talent placed at our disposal in the 5th War Loan by the four networks and the 912 radio stations throughout the country.
>
> "Radio's contribution in terms of money has been most outstanding, but radio's contribution in terms of our success and the country's welfare is beyond appraisal. Without it we could not have raised the tremendous sum necessary to pursue the war."

The dollar value of the contribution of radio and its advertisers to the 5th War Loan was a minimum of $11,000,000, according to NAB Research Department.

Conferences have already been held with Robert J. Smith, Chief of Radio, War Finance Division, regarding the 6th War Loan tentatively set for this autumn.

The format for the 4th and 5th War Loans was set after a station poll to which approximately 700 stations responded. Recommendations for local sponsorship of Treasury transcriptions was made to Treasury on November 11, 1943, with acceptance of the suggesion a few days later.

FEDERAL RADIO EDUCATION COMMITTEE

Dr. John W. Studebaker, Commissioner, U. S. Office of Education, appointed a committee, early in January, to explore the possibility of establishing minimum requirements in vocational and teacher training courses in radio at the college level. Initial meeting was held at NAB headquarters, followed by several more in Columbus. By submitting findings to a large cross section of representative educators and industry representatives at each successive stage, the work is more than well under way.

Besides the Director, committee members are: Kenneth Bartlett, Syracuse University, Chairman; Lloyd E. Blauch, U. S. Office of Education; Lyman Bryson, Columbia Broadcasting System; Elizabeth Goudy, U. S. Office of Education; Miller McClintock, Mutual Broadcasting System; H. B. Summers, The Blue Network; Judith C. Waller, National Broadcasting Company. Gertrude G. Broderick, Federal Radio Education Committee, is Secretary.

COMMITTEE ON RADIO EQUIPMENT FOR SCHOOLS AND COLLEGE USE

The present intense interest in radio, on the part of public schools and colleges, crystalized about the time of WPB's equipment freeze. For that reason it was believed at the U. S. Office of Education that this was an appropriate time to call a conference of manufacturers, educators and broadcasters who have had considerable experience in this field. Accordingly, a two-day session was held in Cleveland on June 26-27. Aim was first to determine equipment standards for the benefit of all having to do with selection and purchase.

Recommendations of the committee are in process of execution. Ultimate success will depend, in part, upon the action of interested members of the Radio Manufacturers Association and the dispatch with which school boards and teachers appreciate that radio is a tool in the educational process and not a substitute for the teacher. The Director is a member of the sub-committee on "Securing Acceptance for Recommended Standards by Manufacturers and Educators."

"FOOD FOR ALL"

As part of its wartime activity, the American Red Cross is vigorously promoting better health through better and proper meals. NAB began cooperating with the Red Cross in this campaign in 1943 at the initial stage. To July 27, 1944, the nine 15-minute transcriptions in the "Food for All" series had been played on 80 stations, were currently being broadcast on 20 more and were booked firm on 40 others.

The local Red Cross promotion and publicity campaign back of this transcribed series has increased the normal listening expectancy. The program has received the aggressive support of the local food industry in most markets in which transcriptions have been broadcast to date. In August, a two-color, four-page brochure, headed, "140 Say Yes," was mailed to all stations on behalf of this campaign.

THE FUTURE

To all thinking broadcasters it is evident that a new set of problems requiring their intelligent leadership and cooperation face the nation on V-Day. Indeed, these problems will undoubtedly be more complicated than those of wartime.

How well industry responds to the new situation will largely measure individual success. And to meet their obligations stations must of necessity earn the income which will enable them to serve their community and country. For this reason alone it is vital that all departments of each station be maintained at a high level of efficiency.

Respectfully submitted,
Arthur Stringer,
Director.

NAB Reports
The National Association of Broadcasters

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 36, September 8, 1944

UNITY AT WAR CONFERENCE

CHICAGO MEETING MAKES HISTORY IN HARMONY

Expressing great satisfaction with accomplishments of the NAB Executives War Conference, August 29-31, Chicago, NAB President Harold Ryan issued the following statement upon return to Washington:

> "The Twenty-second Annual Meeting of the National Association of Broadcasters was a working conference. Although sufficient time was given for the social side, the main work at hand were the meetings of the committees and the conference sessions.
>
> The sessions were packed with almost every subject of immediate or post-war significance to broadcasters and the delegates exhibited the greatest interest in all of them. Our luncheon speakers gave us an insight into three of the most important phases of development after the war.
>
> There was a spirit of understanding and harmony abroad that made this meeting stand out and was largely responsible for the success of the undertaking. The Association is very grateful to all of its members for their contribution in making the Twenty-second Meeting an outstanding occasion."

A complete transcript of the proceedings will be available for reference purposes.

Pamphlets will be issued containing various speeches and reports of industry significance.

The NAB News Bureau has a limited supply of the same material in mimeograph form, for answering immediate requests. Items wanted should be clearly specified by title of speech and name of speaker.

In view of these plans and the excellent coverage given the Conference by the radio trade press, no summary of the meeting will appear in NAB Reports.

NAB PUTS INDUSTRY BEHIND NATIONAL WAR FUND CAMPAIGN

Accompanied by a personal message from J. Harold Ryan, president, National Association of Broadcasters, urging support, a copy of the radio kit to be used in the forthcoming campaign of the National War Fund has been mailed by the NAB to all broadcast stations. The Radio Section of OWI has designated the Sept. 25-Nov. 1 period for War Fund radio allocations, nationally, regionally and locally.

The National War Fund finances the USO, War Prisoners' Aid, United Seamen's Service and nineteen war related agencies serving our Allies, such as British War Relief, Russian War Relief, American Philippine Relief. The money for the National War Fund is raised through local community chests or war chests during their home front appeals.

"Popularity of the Radio Kit should be tremendous", said Mr. Ryan, "since it answers every radio need for short station breaks, live spots, and more lengthy human interest material on all the National War Fund services. It is so easy to use, that I feel sure the material will facilitate the radio industry's interest in and promotion of such exceptionally humane services as are supported by the National War Fund and its affiliated community war funds."

Arranged as a file, the colorful folder contains five subdivisions including one on organization for the best promotion locally through a radio committee. A series of transcribed programs is also available to stations. The kit contains directions for securing them.

RADIO COMMITTEE

Besides Mr. Ryan the Radio Committee is composed of:

Harold Hough, WBAP
Fort Worth
L. B. Wilson, WCKY
Cincinnati
Leo J. Fitzpatrick, WJR
Detroit
Gardner Cowles, Jr., KRNT
Des Moines
George M. Burbach, KSD
St. Louis
Paul W. Morency, WTIC
Hartford
Leonard Kapner, WCAE
Pittsburgh
Frank King, WMBR
Jacksonville
Ralph R. Brunton, KQW
San Francisco
Arden X. Pangborn, KEX
Portland, Ore.
Hugh B. Terry, KLZ
Denver
J. Leonard Reinsch, WSB
Atlanta
Clair R. McCollough,
WGAL
Lancaster
Col. Harry C. Wilder,
WSYR
Syracuse
Walter Evans,
Westinghouse Radio Stations, Philadelphia
Miller McClintock,
Mutual Broadcasting System, New York
Paul W. Kesten,
Columbia Broadcasting System, New York
Niles Trammell,
National Broadcasting Co., New York
Mark Woods,
The Blue Network,
New York
Major E. M. Stoer,
Hearst Radio, Inc.,
New York

FCC CLARIFIES SCOPE OF ALLOCATION HEARINGS

Following is a public notice issued by the Federal Communications Commission August 25:

In the Matter of:

Allocation of Frequencies to the Various Classes of Non-governmental Services in the Radio Spectrum from 10 kilocycles to 30,000,000 kilocycles } DOCKET NO. 6651

Attention is called to the fact that the hearing which the Commission has ordered in the above matter is concerned with the allocation of "bands of frequencies to the various classes of stations." This means that such questions as the assignment of a particular frequency to a particular station; where a particular station should be located; how

(Continued on page 328)

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations:* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

FCC CLARIFIES SCOPE OF ALLOCATION HEARINGS

(Continued from page 327)

many or what frequencies in the standard broadcast band shall be assigned for clear channel, regional or local operation; etc., are not in issue in the hearing, and the Commission will not receive evidence concerning such questions.

PROGRAM MANAGERS COMMEND RADIO BRANCH OF OWI

Stating that the Radio Branch of the Office of War Information has shown an exceptional understanding of radio's problems and through its efficiency has effected a smooth operation between the radio industry and various government agencies, the Program Managers' Executive Committee of NAB, in a release from the Chicago War Conference, commended the Office of War Information for its excellent cooperation and management.

CODE COMMITTEE PLANS MEETING LAST WEEK IN SEPTEMBER

At the close of its session at the NAB Executives War Conference in Chicago, August 28, the NAB Code Committee voted to convene again within thirty days. Plans are being made for a meeting in New York City last week in September, William Quarton, WMT, Committee Chairman announces.

Richard Frankensteen, President of the United Automobile Workers, CIO, has been invited to address the Committee at this meeting.

PUBLIC RELATIONS COMMITTEE URGES STATIONS TO GET OUT THE VOTE

In a special release from Chicago at the close of the NAB Executives War Conference, the industry Public Relations Committee urged stations to "get out the vote" in coming elections as a public service.

Pointing to the fact that the number of votes cast in the Harding-Cox election of 1920, 26,705,346, when radio was first introduced, had increased to 59,808,211 in the Roosevelt-Willkie election of 1940, with a radio in almost every home, the Committee defined radio's function in urging citizens to vote as a public responsibility.

"Radio has brought politics much closer to the people," stated Edgar Bill, WMBD, Committee Chairman. "Although the total national vote this year is still a question mark, millions can be sent to the polls by well planned local station activity on a public service basis."

The Committee viewed a 130-page photostatic dummy of the book, "Management in the Public Interest," for which photographs have been collected throughout the industry.

Methods of making better use of sustaining programs for telling radio's story over the radio were discussed.

Mrs. Dorothy Lewis reported that the Handbook for Radio Chairmen, designed to aid chairmen of Radio Committees in clubs throughout the country, would be off the press soon. Advance copies were presented to Committee members. Other activities and plans of the Department of Listener Activity were reported.

Lt. Col. Mortimer Burnside, Camp Crowder, Missouri, was present for a discussion of broadcast activities involving military personnel.

NATIONAL WAR LABOR BOARD REFERS A. F. OF M. REFUSAL TO O. E. S.

The National War Labor Board on August 23 reported to Economic Stabilization Director Fred M. Vinson the failure of the American Federation of Musicians, AFL, to accept the Board's directive order determining a labor dispute between certain electrical transcription and phonograph record companies and the Musicians' Union. Public announcement on August 25 came too late to make NAB Reports for that week. The Annual Reports issue followed the next week, further postponing release until the week of September 3.

Companies remaining in the dispute case are the National Broadcasting Company (Radio Recording Division); Columbia Recording Corp., and R. C. A. Victor Division of the Radio Corporation of America. The union has refused to lift its ban on members working for these companies, as ordered by the Board.

Full text of the Board's letter to Judge Vinson follows:

Fred M. Vinson, Director
Office of Economic Stabilization
Washington, D. C.

Re: Electrical Transcription Manufacturers and American Federation of Musicians, AFL, Case No. 111-2499-D.

Dear Judge Vinson:

I have been directed by the National War Labor Board to advise you of the failure of the American Federation of Musicians, AFL, to accept the directive order of the Board determining a labor dispute between the Electrical Transcription Manufacturers and the American Federation of Musicians, AFL. The facts are as follows:

On July 5, 1943, the Secretary of Labor, in accordance with Executive Order 9017 and the War Labor Disputes Act, certified to the National Board a dispute between the Electrical Transcription Manufacturers and the American Federation of Musicians, AFL. On July 9, 1943, the National War Labor Board held a hearing for the purpose of determining whether the dispute is a labor dispute within the jurisdiction of the Board. On July 23, 1943, by unanimous action of the Board, it was determined that the dispute was within the Board's jurisdiction, and a panel was appointed to conduct a public hearing on the merits thereof, and to report its findings of fact and recommendations to the Board. Attached are copies of the directive order, dated July 23, 1944, and opinion of Chairman Davis, dated August 4, 1944.

The panel held lengthy public hearings, and on March 9, 1944, reported its findings and recommendations to the Board. The panel reported that on June 25, 1942, the American Federation of Musicians notified the recording and transcription industry that "licenses" issued by the Federation for the employment of its members would not be renewed upon the expiration date, July 1, 1942, and that from and after August 1, 1942, members of the Federation would not play or contract for recordings, transcriptions, or any other form of mechanical reproductions of music. The reason advanced by the Federation for this action was to eliminate mechanized or "canned" music as a threat to the continued employment of live musicians. The majority of the panel recommended that the Board exercise its power to terminate the strike to the end that the conditions prevailing on July 31, 1942, be restored. The labor member of the panel dissented.

In the course of the panel hearings, certain of the transcription and recording companies settled their dispute with the Federation, and the companies still in dispute with the Federation are the National Broadcasting Company (Radio Recording Division), Columbia Recording Corporation, and R. C. A. Victor Division of the Radio Corporation of America.

On April 7, 1944, the Board held a public hearing on the panel report. Thereafter and on June 15, 1944, the Board issued a directive order, copy attached, determining the issues in dispute, and, among other things, provided that "the ban upon playing or contracting for 'recordings, transcriptions, or any other form of recording reproductions of music' by members of the Federation, resulting from action of the Federation on June 25, 1942, shall promptly be withdrawn." The labor members dissented from this order.

The Federation refused to accept this directive order and a compliance hearing was held before the Board on August 17, 1944. A representative of the Federation attended the hearing and advised the Board that the Federation would not comply with the directive order. Following this hearing, the Board voted to report this labor dispute to you for such action as you may deem appropriate. The two American Federation of Labor members of the Board dissented from this action of the Board.

The President's letter of August 16, 1943, to the Chairman of the Board, states that Executive Order 9370 may be applied "if that can be done without impeding the war effort." Whether its application is appropriate or feasible in this case is for you to decide.

If you desire further information or assistance in regard to this case, please feel free to call upon me.

Sincerely yours,
George W. Taylor,
Vice-Chairman.

NAB NEWS BUREAU AGAIN BUSY AT EXECUTIVES WAR CONFERENCE

The important activities of the recent NAB Executives War Conference in Chicago received wide attention from the public and members of the industry alike. Radio news services, press associations, trade publications and newspapers gave excellent coverage to the vital discussions of wartime and post-war broadcasting. The job of channeling this information to the various media was handled by Bill Alexander, of the Lawrence H. Selz Organization, Chicago publicity firm, who, with Willard Egolf, NAB Director of Public Relations, ran the NAB News Bureau.

Last year's record release of over 250,000 words was believed exceeded by several thousand words at this year's meeting.

The Selz Organization is well known to many broadcasters who use their program services. In addition to its regular women's program aids and other special features, used by several hundred stations, one of its new services is a weekly fifteen-minute show called "Farm Tips and Tunes." Over 150 stations are airing this feature—many on a local sponsorship basis.

Now being planned for release soon by this organization is a farm radio editors news letter which will be offered without charge to one station in each city.

COMMISSIONERS WALKER AND DURR COMMENT ON KWBU HEARING

Following is a statement by Commissioners Paul A. Walker and Clifford J. Durr on Commission action with respect to Station KWBU:

"The FCC set for hearing the application for license of Station KWBU, Century Broadcasting Company, the hearing being expressly limited to questions of interference with Station KLRA, Little Rock, Arkansas. We would like to make it clear that our vote in favor of the hearing was not a approval of a limitation on the issues to be heard.

"It seems to us that the past record of the President and certain of the other officials and stockholders of the station in the operation of XEAW, Reynosa, Mexico, and the programs which Station KWBU has carried while on program tests raise a serious question as to the qualifications of Century Broadcasting Company as now constituted to operate in the public interest.

"Moreover, the circumstances under which this station was removed from Mexico to the United States together with the programs carried while it was on program tests raise a question as to Baylor University's actual position in the arrangements under which the station was established and is to be operated. In view of all the past circumstances, it seems to us that before the station is granted a regular license the Commission should be assured, after a full hearing, that Baylor University will assume its full share of responsibility for the operation of the station and bring to bear upon its policies the influence to be reasonably expected of an educational institution."

WPB RADIO AND RADAR DIVISION REVOKES TWO ORDERS

The Radio and Radar Division of the War Production Board today announced it had revoked two orders because changing conditions have rendered them unnecessary. They are Limitation Order L-76 (Tubes) and Limitation Order L-293 (Home Radio Replacement Parts).

WPB said that L-76 was issued in the spring of 1942 to stop the production of several hundred types of tubes. There is no longer any need for this order, WPB officials said, because distribution and production are now being scheduled under General Scheduling Order M-293.

L-293 was issued to obtain maximum usage of critical materials that were available for home radio replacement parts, WPB said. When it was issued, the order was intended to standardize the use of the small quantities of materials allotted for home replacement parts and to add other component parts to the schedule from time to time. The order was designed for maximum conservation of materials without regard to the most efficient use of production facilities, officials said.

Removal of the order will allow production of home replacement parts on the same production lines as are running for other purposes instead of on a separate line, WPB said.

ALEXANDER T. JENKINS RETIRES FROM FEDERAL COMMUNICATIONS COMMISSION

Alexander T. Jenkins, Chief, Security Section of the Engineering Department of the Federal Communications Commission, is retiring from the Government after thirty years' continuous service with the Interstate Commerce Commission and the FCC.

At a testimonial gathering of his associates in these agencies, on August 29, R. D. Jones, also of the Engineering Department of the FCC, presented Mr. Jenkins with a gift of $100 from his associates in both agencies as a token of high esteem.

The following letter of commendation was presented:

"Dear Mr. Jenkins:

"On the occasion of voluntary retirement upon the anniversary of your thirty years of government service, the Commission and its staff convey their sincere best wishes and they hope that you will continue to enjoy for many years to come health, happiness, and the earned reward of meritorious public service.

"On June 18, 1935, when you transferred to the Federal Communications Commission as Senior Engineer you had a record of twenty-one years' government service with the Interstate Commerce Commission. Your unremitting and unsparing devotion to the duties of your office have brought credit to yourself and to the Commission. This letter is merely an expression of the esteem in which you are held. The Commission is especially appreciative of your expert advice and assistance during the war emergency; your contribution to the war effort has been well done.

"By direction of the Commission.

"Very truly yours,
(S.) Ray C. Wakefield,
Acting Chairman,
Federal Communications Commission."

MIDLAND RADIO AND TELEVISION SCHOOLS TELL STORY OF WAR EFFORT IN BOOK

In tribute to Broadcasting, Television, Aviation and Electronics, the Midland Radio & Television Schools, Inc., has just published an elaborate 48-page book telling the story of how these industries, along with Midland, have served this country's war effort.

E. P. J. Shurick, sales promotion director of KMBC of Kansas City, with which Midland Schools is affiliated, prepared the book which is attractively designed in four colors.

The story is told how this nation arrived as the arsenal of democracy, and how the need for trained manpower is not just for the duration of the war. Midland's part, as the first civilian school selected by the U. S. Army Signal Corps for the radio training of enlisted personnel, is also explained.

Midland recently moved into a completely modernized school building in Kansas City, consolidating all of the organization's far-flung training facilities. Copies of the new book are available on request.

BUCKENDAHL MADE VICE-PRESIDENT OF KOIN, PORTLAND, OREGON

Harry H. Buckendahl, director of commercial relations for KOIN, Portland, Ore., has been elected Vice-President, it was announced by C. W. (Chuck) Myers, President of the station.

Mr. Buckendahl succeeded Simeon R. Winch, who served in this post until *The Oregon Journal* acquired KALE, while releasing its interest in KOIN. Mr. Winch is business manager of the *Journal.*

In 1940, Mr. Buckendahl joined KOIN as national sales manager. A native of Chicago, he has built a noteworthy career in the advertising field. Working up in the firm of Gilman, Nicoll and Ruthman, which he joined in 1918, he became its Pacific Coast manager in 1926. He has a wide acquaintance in the advertising industry throughout the country.

He is a member of the Portland Ad Club and Lions Club, serving on the board of directors of both organizations. He also belongs to the Portland Executives Club.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, September 11. They are subject to change.

Monday, September 11

Broadcast

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Renewal of license (main and aux.), **950 kc.**, 1 KW (main), 500 watts (aux.), daytime (main), auxiliary purposes only (aux.).

Friday, September 15

Consolidated Hearing

WGKV—Kanawha Valley Broadcasting Co., Charleston, W. Va.—Renewal of license, **1490 kc.**, 100 watts, unlimited.

WGKV—Worth Kramer, Transferor, Eugene R. Custer and Richard M. Venable, Transferees, Charleston, W. Va.—Relinquishment of control of Kanawha Valley Broadcasting Co. (WGKV), **1490 kc.**, 100 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

KTBI—Harold S. Woodworth (transferor), H. J. Quilliam (transferee), Tacoma Broadcasters, Inc. (licensee), Tacoma, Wash.—Granted consent to transfer of control of Tacoma Broadcasters, Inc., licensee of Station KTBI, from Harold S. Woodworth to H. J. Quilliam, by transfer of 150 shares, or 75%, of outstanding capital stock for $18,000 (B5-TC-396).

WLAK—Lake Region Broadcasting Co. (assignor), S. O. Ward, tr/as Radio Station WLAK (assignee), Lakeland, Fla.—Granted consent to assignment of license of Station WLAK from the Lake Region Broadcasting Co., a corporation, to S. O. Ward (its sole stockholder), an individual, tr/as radio station WLAK (B3-AL-432).

KORE—Frank L. Hill and Violet G. Hill, co-partners, d/b as Eugene Broadcast Station, Eugene, Oregon—Granted request for further extension of 30 days in which to file application for involuntary assignment of license for Station KORE.

WINN—Kentucky Broadcasting Corp., Inc., Louisville, Ky.—Granted request for waiver of Section 1.364 of the regulations (requiring the filing of application for involuntary transfer of control within 30 days of the death of controlling stockholder); granted an additional 60 days within which to file.

WBTH—Williamson Broadcasting Corp., Williamson, W. Va.—Granted extension of period for 30 days within which to complete transfer of control of Station WBTH (which application the Commission granted on August 1, 1944).

KTBS—Tri-State Broadcasting System, Inc. (assignor), George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, a partnership, d/b as Radio Station KTBS (assignees), Shreveport, La.; KTHS, John C. McCormack, Allen D. Morris, P. E. Furlow, and George D. Wray (transferors), Tri-State Broadcasting System, Inc. (transferee), Radio Broadcasting, Inc. (licensee), Hot Springs National Park, Ark.—Granted consent to voluntary assignment of license of Station KTBS from Tri-State Broadcasting System, Inc., to George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, a partnership, d/b as Radio Station KTBS, in return for the transfer of 400 shares, or 80 percent, of issued and outstanding capital stock (having book value as of May 1, 1944, of approximately $35,000), of Radio Broadcasting, Inc., licensee and owner of Station KTHS (B3-AL-419; B3-TC-386).

WEHS—WHFC, Inc., Chicago, Ill.—Granted 30-day extension of time to comply with procedural conditions attached to the grant of construction permit for erection of new FM station (B4-PH-36).

WHBU—L. M. Kennett and Cora C. Kennett (Transferors), C. Bruce McConnell, Robert E. Bausman and Earl H. Schmidt (Transferees), Anderson Broadcasting Corp. (Licensee), Anderson, Ind.—Granted consent to transfer control of Anderson Broadcasting Corp., Station WHBU, from Leo. M. Kennett and Cora C. Kennett, to C. Bruce McConnell, Robert E. Bausman and Earl H. Schmidt, representing 999 of 1000 outstanding shares of capital stock of licensee, for the sum of $45,000 (B4-TC-399).

WCAR—Pontiac Broadcasting Co., Pontiac, Mich.—Granted special service authorization to operate from 7 a. m. to local sunrise with 250 watts power, from September 1, 1944, to April 1, 1945 (B2-SSA-109).

National Broadcasting Co., Inc., New York City—Granted extension of authority to transmit programs to Stations CBM and CBL and other stations under the control of the Canadian Broadcasting Corp. (B1-FP-131).

National Broadcasting Co., Inc., New York City—Granted extension of authority to transmit recorded programs to all broadcast stations under the control of the Canadian authorities that may be heard consistently in the U. S. (B1-FP-132).

Don Lee Broadcasting System, Hollywood, Calif.—Granted authority to transmit programs originating in the studios of stations affiliated with MBS and/or the Don Lee Broadcasting System, to Station CKWX, Vancouver, B. C., Canada.

WFDF—Flint Broadcasting Co., Flint, Mich.—Granted renewal of license for main station and auxiliary, for the period ending May 1, 1947.

WJBO—Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.—Granted renewal of license for the period ending May 1, 1947.

WRRF—Tar Heel Broadcasting System, Inc., Washington, N. C.—Granted renewal of license for the period ending May 1, 1947.

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted application for reinstatement of construction permit (B5-P-3150 as modified (B5-MP-1741)), authorizing an increase in power from 250 watts to 1 KW, and installation of directional antenna, and extension of completion date to November 1, 1944.

KONP—Evening News Press, Port Angeles, Wash.—Granted 30-day extension of time to comply with procedural conditions attached to grant of construction permit (B5-P-1933).

WGNY—Muzak Radio Broadcasting Station, Inc., New York, N. Y.—Granted modification of license to change product of plate voltage times total plate current in last radio stage from **1200** to **3900 kc.** (B1-MLH-6).

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Granted license to cover construction permit which authorized increase in power from 100 to 250 watts, and changes in equipment (B2-L-1825); also granted authority to determine operating power by direct measurement (B2-Z-1621).

WSON—Henderson Broadcasting Co., Inc., near Henderson, Ky.—Granted license (B2-L-1824) to cover construction permit which authorized increase in power from 250 to 500 watts; daytime only, and changes in transmitting equipment (B2-L-1824).

WOMI—The Ashland Broadcasting Co., Ashland, Ky.—Granted authority to determine operating power by direct measurement of antenna power (B2-Z-1622).

WAPO—Joda Patterson, et al., d/b as WAPO Broadcasting Service, Chattanooga, Tenn.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1620).

KTYW—Cascade Broadcasting Co., Inc., Yakima, Wash.—Granted modification of construction permit for extension of completion date from 9-11-44 to 10-11-44 (B5-MP-1764).

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Granted modification of construction permit which authorized increase in power to 5 KW day and night, for extension of completion date from 9-4-44 to 12-5-44, subject to following conditions: (1) That all reasonable complaints arising from interference attributable to the high signal intensity of KCMO in the Kansas City area will be satisfactorily adjusted; (2) that when materials and personnel are available applicant will file an application for a permit and make necessary provision for change in location of the KCMO transmitter to a site conforming to requirements of the Standards of Good Engineering Practice; (3) that the DA installed at that time will afford KTBS the same protection as now afforded KTBS during operation of KCMO with 1 KW power nighttime; provided KTBS makes provision to afford KCMO protection to the 2.5 mv/v nighttime contour of that station; and (4) that the directional antenna installed pursuant to (3) above, will also restrict radiation in the direction of Sidney, Mont. (KGCX), to the same value as is presently radiated in that direction with 1 KW.

LICENSE RENEWALS

KRKD—Radio Broadcasters, Inc., Los Angeles, Calif.—Granted renewal of license for the period ending May 1, 1947 (B5-R-9).

Granted further extension, upon a temporary basis only, of licenses for following stations, pending determination upon application for renewal of licenses, in no event later than November 1, 1944:

KEX, Portland, Ore.; KGW, Portland, Ore.; KIEV, Glendale, Calif.; KMTR, Los Angeles, Calif.; WSPA, Spartanburg, S. C.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted licenses for two new special relay broadcast stations to be used with station KWIX; frequencies **1622, 2058, 2150** and **2790 kc.,** 15 watts.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted license for new special relay broadcast station to be used with KWIX; frequencies **1622, 2058, 2150** and **2790 kc.,** 5 watts.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted license for new special relay broadcast station to be used with KWIX; frequencies **1622, 2058, 2150** and **2790 kc.,** 50 watts.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted license for new special relay broadcast station to be used with KWIX; frequencies **33380, 35020, 37620** and **29820 kc.,** 2 watts.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted license for new special relay broadcast station to be used with KWID; frequencies **33380, 35020, 37620** and **29820 kc.,** 2 watts.

The Associated Broadcasters, Inc., Portable-Mobile, area of San Francisco—Granted licenses for two new special relay broadcast stations to be used with station KWID; frequencies **1622, 2058, 2150** and **2790 kc.,** 15 watts.

DESIGNATED FOR HEARING

Centennial Broadcasting Co., Portland, Maine; Northeastern Radio & Television Corp., Portland, Maine—Designated for consolidated hearing the applications of Centennial Broadcasting Co. and Northeastern Radio and Television Corp., for new stations at Portland, Me., requesting operation on **1450 kc.,** 250 watts, unlimited time (B1-P-3634; B1-P-3637, respectively).

KPLC—Calcasieu Broadcasting Co. (T. B. Lanford, R. M. Dean and L. M. Sepaugh), Lake Charles, La.—Designated for hearing application for construction permit to change its operating assignment from **1490 kc.,** 250 watts, unlimited time, to **1470 kc.,** 1 KW, unlimited time, to install new transmitter and make changes in antenna (B3-P-3623).

KXA—American Radio Telephone Co., Seattle, Wash.—Designated for hearing application for modification of license to change hours of operation from limited to WJZ, to unlimited time (B5-ML-1193).

MISCELLANEOUS

KFXD—Frank E. Hurt, Nampa, Idaho—Granted petition to amend application (for construction permit to change frequency from **1230** to **580 kc.,** increase power from 250 watts to 1 KW, unlimited time, using directional antenna), so as to change the applicant from Frank E. Hurt to Frank E. Hurt and Son, a partnership composed of Frank E. Hurt and Edward P. Hurt. (Docket 6652)

KSOO—Sioux Falls Broadcasting Assn., Inc., Sioux Falls, S. D.—Granted motion to postpone hearing in re application for renewal of license, now scheduled for September 14, 1944; hearing postponed to September 21, 1944. (Docket No. 6615)

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Granted petition for leave to amend application (for construction permit to increase power from 1 to 5 KW, unlimited time, using a directional antenna on its present frequency of **1330 kc.**), so as to propose a new directional array and a new transmitter site, for removal of application from the hearing docket, and for cancellation of the hearing in Docket 6582 now scheduled for September 12, 1944.

National Broadcasting Co., Inc.—At request of applicant, dismissed without prejudice applications for construction permits for new commercial television stations at San Francisco, Calif., and Denver, Colo. (B5-PCT-25; B5-PCT-26); and ordered that the petition filed by NBC to amend Section 4.226 of the Commission's rules and regulations governing commercial television broadcast stations, be considered as withdrawn.

The following applications for *high frequency* (*FM*) broadcast stations were placed in the pending files in accordance with the Commission policy adopted February 23, 1943:

Filene's Television, Inc., Boston, Mass.; Home News Publishing Co., Brunswick, N. J.; KGKL, Inc., San Angelo, Texas; Macon Telegraph Publishing Co., Macon, Ga.; The Phila. Inquirer, a Division of Triangle Publications, Inc., Philadelphia, Pa.; The Times Picayune Publishing Co., New Orleans; Times-Star Publishing Co., Alameda, Calif.; W. A. Underhill and E. S. Underhill, Jr., d/b as The Evening Leader, Corning, N. Y.

The following applications for *commercial television* broadcast stations were placed in the pending files in accordance with the Commission policy adopted February 23, 1943:

E. Anthony & Sons, Inc., Boston; The Connecticut Television Co., Greenfield Hill, Conn.; The Phila. Inquirer, a Division of Triangle Publications, Inc., Philadelphia, Pa.; WDAS Broadcasting Station, Inc., Philadelphia, Pa.

WGOV—E. D. Rivers, Valdosta, Ga.—Denied without prejudice petition to reinstate application for construction permit to change frequency to **950 kc.** (a regional channel) and operate with 1 KW day, 250 watts night, unlimited time.

KLRA—Arkansas Broadcasting Co., Little Rock, Ark.—Upon consideration of petition by Ark. Broadcasting Co. (KLRA), Little Rock, Ark., to cancel authority for program tests and designate for hearing the application of KWBU, Century Broadcasting Co., Corpus Christi, Texas, for license (B3-L-1800), and for authority to determine operating power by direct measurement (B5-Z-1584), because of interference to KLRA, the Commission designated for hearing these applications (B3-L-1800 and B3-Z-1584), on engineering issues set forth in the KLRA petition.

APPLICATIONS FILED AT FCC

550 Kilocycles

WSVA—Shenandoah Valley Broadcasting Corp., Harrisonburg, Va. —Acquisition of control of licensee corporation by Frederick L. Allman through purchase of 50 shares common stock (16.66%) from Charles P. Blackley.

630 Kilocycles

WSAV—WSAV, Inc., Savannah, Ga.—Construction permit to install a new transmitter, change frequency from **1340 kc.** to **630 kc.,** and increase power from 250 watts to 1 KW day and 500 watts night, and directional antenna for night use.

790 Kilocycles

WKPT—Kingsport Broadcasting Co., Inc., Kingsport, Tenn.—Construction permit to change frequency from **1400 kc.** to **790 kc.,** increase power from 250 watts to 1 KW, install new equipment and directional antenna for night use. Amended to change type of transmitter and change transmitter location.

970 Kilocycles

WFLA—The Tribune Company, Tampa, Fla.—Modification of construction permit (B3-P-3491 as modified, which authorized increase in power and changes in directional antenna) for extension of completion date from 9-15-44 to 10-15-44.

980 Kilocycles

NEW—Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain, d/b as Illinois Valley Broadcasting Co., Peoria, Ill.—Construction permit for a new standard broadcast station to be operated on **980 kc.,** power of 1 KW and daytime hours of operation.

1050 Kilocycles

NEW—James F. Hopkins, Inc., Ann Arbor, Mich.—Construction permit for a new standard broadcast station to be operated on **1050 kc.,** 250 watts power, daytime hours of operation. Amended to change type of transmitter, changes in antenna system, change frequency to **1600 kc.** and hours of operation to unlimited.

1060 Kilocycles

NEW—Deep South Broadcasting Corp., New Orleans, La.—Construction permit for a new standard broadcast station to be operated on **1060 kc.,** power of 10 KW night and 50 KW daytime, unlimited hours of operation and using directional antenna day and night.

1150 Kilocycles

NEW—Joda Patterson, Ramon G. Patterson and Louise Patterson Pursley, d/b as WAPO Broadcasting Service, Chattanooga, Tenn.—Authority to make changes in automatic frequency control equipment.

1230 Kilocycles

WRBL—The Columbus Broadcasting Company, Inc., Columbus, Ga.—Construction permit for reinstatement of (B3-P-3562 which expired) for installation of a synchronous amplifier at West Side of Old Glade Road and North Side of Upatol Creek, near Ft. Benning, Georgia, to be operated on **1230 kc.,** power not to exceed 250 watts and synchronized with WRBL.

NEW—Bruff W. Olin, Jr., G. Decker French and Howard P. Eckerman, a partnership, d/b as Moline Broadcasting Company, Moline, Ill.—Construction permit for a new standard broadcast station to be operated on **1230 kc.,** power of 250 watts and unlimited hours of operation.

1260 Kilocycles

NEW—Courier Broadcasting Service, Inc., Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on **1260 kc.,** power of 250 watts and unlimited hours of operation.

1290 Kilocycles

NEW—Greater Peoria Radiobroadcasters, Inc., Peoria, Ill.—Construction permit for a new standard broadcast station to be operated on **1290 kc.,** power of 1 KW, unlimited hours of operation, using directional antenna.

1400 Kilocycles

NEW—Macon Broadcasting Company, Macon, Ga.—Construction permit for a new standard broadcast station to be operated on **1400 kc.,** power of 250 watts and unlimited hours of operation.

NEW—Macon Broadcasting Co., Macon, Ga.—Construction permit for a new standard broadcast station to be operated on **1400 kc.,** power of 250 watts, and unlimited hours of operation.

1420 Kilocycles

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—License to cover construction permit (B3-P-3601) which authorized change in frequency, power and hours of operation.

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Authority to determine operating power by direct measurement of antenna power.

1450 Kilocycles

WKEU—Radio Station WKEU, Griffin, Ga.—License to cover construction permit (B3-P-3246) which authorized increase in power and installation of new antenna.

WKEU—Radio Station WKEU, Griffin, Ga.—Authority to determine operating power by direct measurement of antenna power.

NEW—Herald Publishing Company of Klamath Falls, Klamath Falls, Ore.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** power of 250 watts and unlimited hours of operation.

WPAR—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—Authority to determine operating power by direct measurement of antenna power.

NEW—Robert W. Rounsaville, Cleveland, Tenn.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** power of 250 watts and unlimited hours of operation.

1460 Kilocycles

WMPS—Memphis Broadcasting Co., Memphis, Tenn.—Transfer of control of licensee corporation from Memphis Publishing Company to WMPS, Inc., 200 shares common stock—100%.

1480 Kilocycles

WHBC—The Ohio Broadcasting Co., Canton, Ohio—License to cover construction permit (B2-P-3649 as modified) which authorized change in frequency, increase in power, changes in equipment and installation of directional antenna for night use.

WHBC—The Ohio Broadcasting Co., Canton, Ohio—Authority to determine operating power by direct measurement of antenna power.

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Modification of construction permit (B4-ML-1157 as modified) which authorized increase in power and changes in ground system for extension of completion date from 9-4-44 to 12-5-44.

1490 Kilocycles

NEW—WGCM Broadcasting Co., a Co-partnership composed of Hugh O. Jones, William E. Jones and James O. Jones, Biloxi, Miss.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts, and unlimited hours of operation.

1600 Kilocycles

NEW—Myron E. Kluge, Earle E. Williams and C. Harvey Haas, a partnership, d/b as Valley Broadcasting Company, Pomona, Calif.—Construction permit for a new standard broadcast station to be operated on **1580 kc.**, 250 watts power and unlimited time. Amended to change frequency to **1600 kc.**, power to 500 watts and change in transmitting equipment.

FM APPLICATIONS

NEW—Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley, and Grace M. Pixley, partners, d/b as The Pixleys, Columbus, Ohio—Construction permit for new high frequency (FM) broadcast station to be operated on **48500 kc.** with coverage of 12,500 square miles. Amended to specify type of transmitter.

NEW—Middle Georgia Broadcasting Co., Macon, Ga.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45700 kc.** with coverage of 12,600 square miles.

NEW—West Virginia Radio Corp., Morgantown, W. Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 33,244 square miles and two satellite stations on **49900 kc.** Amended to change frequency of main transmitter from **43500** to **43300 kc.**

NEW—Home News Publishing Co., New Brunswick, N. J.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49900 kc.** with coverage of 3,420 square miles.

NEW—W. A. Underhill and E. S. Underhill, Jr., d/b as The Evening Leader, Corning, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49700 kc.** with coverage of 5,213.7 square miles.

NEW—The Advocate Printing Co., Newark, Ohio—Construction permit for a new high frequency (FM) broadcast station to be operated on **45700 kc.**

NEW—Radio Sales Corp., Seattle, Wash.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44300 kc.** with coverage of 8,200 square miles.

NEW—Portsmouth Radio Corp., Portsmouth, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47300 kc.** with coverage of approximately 6,000 square miles.

NEW—Badger Broadcasting Co., Madison, Wis.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43300 kc.** with coverage of 31,640 square miles.

NEW—Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley, partners, d/b as The Pixleys, Columbus, Ohio—Construction permit for a new high frequency (FM) broadcast station to be operated on **48500 kc.** with coverage of 12,500 square miles.

NEW—Macon Telegraph Publishing Co., Macon, Ga.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46700 kc.** with coverage of 12,000 square miles.

NEW—Filene's Television, Inc., Boston, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43100 kc.** with coverage of 21,709 square miles.

TELEVISION APPLICATIONS

NEW—Blue Network Company, Inc., New York, N. Y.—Construction permit for a new commercial television broadcast station to be operated on Channel #15 (**258000-264000 kc.**), ESR 540.

NEW—The Yankee Network, Inc., Boston, Mass.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (**60000-63000 kc.**).

NEW—Blue Network Co., Inc., Los Angeles, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #8 (**162000-168000 kc.**), ESR 3,455.

NEW—Maison Blanche Co., New Orleans, La.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**), ESR 1,430.

NEW—Farnsworth Television & Radio Corp., Ft. Wayne, Ind.—Construction permit for a new experimental television broadcast station to be operated on Channel #3 (**66000-72000 kc.**).

NEW—E. Anthony & Sons, Inc., Boston, Mass.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (**60000-66000 kc.**), ESR of 3,706.

NEW—Blue Network Co., Inc., Chicago, Ill.—Construction permit for a new commercial television broadcast station to be operated on Channel #8 (**162000-168000 kc.**), ESR 1,475.

NEW—J. W. Birdwell, Nashville, Tenn.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**), ESR 719.4.

NEW—United Broadcasting Co., Cleveland, Ohio—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (**60000-66000 kc.**), ESR 9,600.

NEW—National Broadcasting Co., Inc., Cleveland, Ohio—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**). Amended to specify an ESR of 8,120, changes in antenna and specify a transmitter site.

MISCELLANEOUS APPLICATIONS

NEW—Everett L. Dillard, trading as Commercial Radio Equipment Co., Washington, D. C.—Construction permit for a new developmental broadcast station to be operated on **44700 kc.**, power of 250 watts and special emission for FM.

NEW—Everett L. Dillard, trading as Commercial Radio Equipment Co., area of Washington, D. C.—Construction permit for a new satellite development broadcast station to be operated on **44700 kc.**, power of 100 watts and special emission for FM.

NEW—Board of Education, Toledo City School District, Toledo, Ohio—Construction permit for a new non-commercial educational broadcast station to be operated on **42100, 42300, 42500, 42700** or **42900 kc.**, 250 watts power and special emission for FM.

KABH—Tri-State Broadcasting System, Inc., area of Shreveport, La.—Voluntary assignment of relay broadcast station license to George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, a partnership, d/b as Radio Station KTBS.

NEW—Matheson Radio Co., Inc., Boston, Mass.—Construction permit for a new developmental broadcast station to be operated on **47700 kc.**, power of 1 KW and special emission for FM.

NEW—Mutual Broadcasting System, Inc., Chicago, Ill.—Extension of authority to transmit programs to Mexican stations known as "Radio Mil's Network" for the period beginning 9-28-44.

WMLL—Evansville on the Air, Inc., Evansville, Ind.—Construction permit to change frequency from **44500 kc.** to **43100 kc.**, coverage from 8,400 square miles to 17,458 square miles, move transmitter and install new antenna and transmitter.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Jaeger Shop, Inc., 76 Main Street, Saranac, N. Y., selling and distributing women's sportswear, including sweaters, coats and suits, is charged in a complaint with misrepresentation and unfair and deceptive acts and practices in commerce. (5210)

Kodize Process Corp. and Max Wright, trading as Kodize Sales Corp., 1026 Virginia Ave., N. E., Atlanta, Ga., selling and distributing a chemical product designated "Kodize" intended for use in "processing" bituminous coal, are charged in the complaint with misrepresentation. (5206)

London Handkerchief Co., Inc.—Misrepresentation of the quality of handkerchiefs sold in gift packages for members of the armed forces is alleged in a complaint issued against London Handkerchief Co., Inc., 9 East 38th St., New York, and its president and principal stockholder, Harry Steinberg. (5212)

Lyons & Co., 118-120 Duane St., New York, selling and distributing a brand of shoe polish designated "Kiwi," are charged in a complaint with misrepresentation. (5207)

Professional Products Corp., 7306 Montgomery Ave., Silverton, Cincinnati, is charged in a complaint with misrepresenting the properties of "Seal-Seep," a compound which it advertises and sells as being effective in the treating of stone, concrete, cement, brick, and tile structures so as to make them more resistant to water. The respondent corporation also trades as Seal-Seep Service Co., National Seal-Seep Co., and Seal-Seep Service Division. (5211)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Blatchford Calf Meal Co., Waukegan, Ill., manufacturing and distributing specialty feed including calf meal and calf pellets, has stipulated to cease representing that when fed by the specified "gruel" method advertised and recommended by it, or with any other regimen which fails to include an adequate amount of milk, or of milk, grain and hay, Blatchford's Calf Meal provides: "What-it-takes for thrifty, growthy calves; the dependable nutrient values that calves need and thrive on; the food values needed to make sound, well-developed calves, or to develop calves into strong constitutional, big bodied, productive cows; profitable calves, the best calves that could be raised, or better calves." (3881)

C. H. Davies Co., Inc., and William F. Francis and Frederick Francis, trading as W. F. Francis Co., all of 376 Broad St., Newark, N. J., selling and distributing artificial limbs, have entered into a stipulation in which they agree to cease and desist from the use of the statement "Distributors in 52 cities in U. S. A." or any representation tending to convey the belief that they have distributors in, or maintain, operate or conduct places of business in 52 different cities or in any cities in which they do not actually have distributors or places of business as represented; from use of the insignia of the Association of Limb Manufacturers of America and from use of any representation tending to convey the belief that they are members of the Association until they actually are members of and entitled to use the insignia of the Association. (3886)

Hydro-Matic Vaporizer Co., 539 North Fairfax Ave., Los Angeles, selling and distributing devices designated "Hydro-Matic Vaporizer" for use in humidifying tobacco and food products, has stipulated to cease and desist from representing that the Hydro-Matic Vaporizer is a new and scientific moistener or making any other representation conveying the impression that the device represents any new scientific principle; that it will release the exact amount of moisture required to keep cigars at their best condition and can be depended upon to humidify cigars or tobacco; that it will keep cigars at factory freshness or cause them to retain their natural aroma or flavor; or that moisture is drawn from a tube from which vapor or moisture cannot escape, when this is untrue. The respondent further agrees to cease representing that the moisture content of a tube 25 inches by ⅞ of an inch in size is sufficient adequately to humidify cigars or tobacco in a twelve cubic foot display case for six weeks, or otherwise misrepresenting the qualities of such device. He further agrees to cease use of any representation to the effect that the device will deodorize refrigerators or other food receptacles; that it is effective in keeping refrigerators sweet or fresh, or that the use of the device in refrigerators or other food containers will preserve the original freshness and flavor of bread, pastries, meats, vegetables and fruits or protect food against spoilage. (3887)

Kruskal & Kruskal, Inc., 150 W. 30th St., New York, selling and distributing fur garments, has stipulated to cease and desist from the use of the word "Lapin" to describe products made from rabbit peltries, unless such word or term is compounded with the word "dyed" or the word "processed," and when so compounded is immediately followed by the true common English name of the fur; and from use of the words "Leopard Cat" or other words denoting leopard to describe products made from the peltries of South American spotted cats or any animals or species other than the true leopard (felis pardus). (3884)

Lasting Products Company, 200 South Franklintown Road, Baltimore, manufacturing and distributing paint and kindred products, has stipulated to cease and desist from offering for sale or selling its paint or kindred products in cans or containers of one-gallon or any other recognized standard size, which cans contain less of the product than is indicated by the size of the can or container, or which can or container contains a lesser amount of the product than is actually indicated by clear and conspicuous disclosure on the labeling affixed to the cans or containers. The respondent also agrees to discontinue representing by means of brands or labels, that the product offered for sale is compounded or manufactured in accordance with "Fed. Spec. TT-P-36A Type 1 Class B," when in fact, it is not so compounded or manufactured; and the use of the said specifications on brands or labels of the product that do not correctly represent the constituent elements or the percentage or quantity of such elements composing the product, or the effect of which labeling tends to cause an erroneous impression by purchasers with respect to the true constituent elements or percentage or quantity of such elements composing the product. (3878)

Mutual Products Co., 509 N. Fourth St., Minneapolis, selling and distributing a preparation designated "Mutual" for use as a livestock and poultry food, has stipulated to cease and desist from the use of any statement or representation tending to convey the belief that 25 pounds of the preparation is equal in nutritive or feeding value to 1200 pounds of whole milk or that its feeding value is in excess of what it actually is; from use of the statements "Costs less than 1/5 as much to feed as whole milk," "Less than ½ as much as skim," "On every calf you raise you save $12 to $15," "Save your wife $10 per ton by mixing her poultry mashes with Mutual milk-food compound," or similar statements tending to convey the belief that by feeding the preparation in lieu of other foods a saving in feeding costs is effected when any such saving would be the result of using an insufficient or inadequate ration in lieu of that used for comparative purposes. (3885)

National Potteries Company, Fergus Falls, Minn., selling and distributing a water-resistant compound designated "Chem-X," has stipulated to cease and desist from use of the words "waterproof," "waterproofing" or terms of similar import as descriptive of any product which is not effective as a waterproofing agent under all conditions of use; provided, however, that if the product is an efficacious water proofer under certain conditions that such descriptive words whenever used shall be immediately accompanied, in equally conspicuous type, by words or statements definitely and truthfully disclosing the particular conditions under which it may be effective for the purposes indicated. The respondent also agrees to discontinue use of the term "chemical maximizer" to describe the product Chem-X, or any other expression indicative of the ultimate degree of efficiency with respect to the product; and representing that Chem-X or any similar product, without regard to pressure conditions of water, will stop leaky walls, or, without reference to seepage by capillary action or condensation of atmospheric moisture, can be relied upon to render wet basements dry and livable. (3880)

Permutit Company, 333 W. 42d St., New York, selling and distributing an apparatus for conditioning water designated "Permutit," and Clarence D. Newell, Fred H. Walsh, Richard L. Strobridge, Clifford S. Walsh, William Reydel, John P. Cunningham, George S. Fowler, Frank H. Donshea and Thomas J. Maloney, trading as Newell-Emmett Company, 40 E. 34th St., New York, conducting an advertising agency which has prepared and disseminated advertisements for the Permutit Company, have entered into a stipulation to cease and desist from using the word "distilled" to describe water treated by the apparatus or from otherwise representing that such water is distilled. (03231)

Royal Linoleum Company, 11th and H Streets, N. W., Washington, D. C., distributing various types of floor coverings, including linoleum and so-called inlaid "linoflor" products, which have been sold under the name "Armstrong" and have become favorably known as floor coverings manufactured by the Armstrong Cork Company, Lancaster, Pa., has stipulated to cease and desist from use of the word "Armstrong" as descriptive of any products not made by the Armstrong Cork Company, and from the use of the word "Armstrong" in any way which may cause the impression or belief that the products are made by the Armstrong Cork Company. (3879)

Vogue Company, Vogue Telescope Company, American Company and American Telescope Company, 7759 South Halsted Street, Chicago, selling and distributing various commodities including telescopes, has stipulated to cease and desist from use of the terms "6 Power Telescope," "People 600 yards away appear as 100 yards distant" and "Brings objects 6 times closer" or other statements of like meaning as descriptive of a telescope that does not have a magnification of six diameters; from use of any statements conveying the belief that the magnification of a telescope is in excess of the true magnification; from representing that the telescope referred to as a "6 Power Telescope" or any other telescope of like quality is "Perfect" or that the lens is "scientifically ground," or any other representations misrepresenting the real quality of the telescope. (3083)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

American Assn. of Law Book Publishers—An order has been issued modifying its order issued April 27, against the American Association of Law Book Publishers and twenty-seven publishing houses.

The order instructed the trade association and the publishing houses to cease and desist from entering into or conducting any combination or conspiracy to fix prices for law books and other legal publications the respondent publishers sell in interstate commerce. The Association was dissolved by its members in September 1940. (4526)

Benjamin Chaitt, Isaac Chaitt, Max Chaitt and Mrs. Elizabeth Carl, conducting clothing stores in various cities, have been ordered to cease and desist from violation of the Wool Products Labeling Act of 1939 and the Federal Trade Commission Act. (5041)

Rub-R-Lyfe Co., Seattle, Wash., selling and distributing a preparation for the treatment of rubber products designated "Rub-R-Lyfe," have been ordered to cease and desist from misrepresentation of certain qualities of the product. (4775)

Table of Contents

January—August

Page

BROADCAST ADVERTISING

Advertising and the War Effort ... 290
Advertising's Responsibility in Postwar Employment ... 291
Annual Report ... 303–306
Audience Measurement ... 103–315
Avery Speaks at Nat'l Men's Wear Ass'n Convention ... 17
Avery Speaks at NRDGA Annual Convention ... 8
Department Stores Use Radio ... 56
"Did You Say Patent Medicine?" ... 179
General vs. Retail Rates ... 179
KMBC Adopts New Station Advertising Theme ... 141
NAB Dept. Expanded ... 153
NRDGA Promotion Clinic ... 91–96
NRDGA Promotion Exchange Ready ... 272
Open Letter to Young and Rubicam, Inc. ... 203–272
Per-Inquiry—Allen Miller Production ... 120
Per-Inquiry—Pitluk Advertising Co. ... 11
Questionnaire Sent to All Stations About WAC Recruitment Advertising ... 239–272
Retail Promotion Plan Annual Report ... 306
Retail Promotion Plan Continues to Receive Radio-Retailer Acclaim ... 120
Retail Promotion Plan Results ... 16
Retail Radio Advertising Must State Tax Separately ... 145
Sales Managers Exec. and Research Committees Meet in Cincinnati ... 96
Sales Managers Hear "What Radio Buyers Want To Know" ... 40
Sales Managers Meetings ... 1–16–96
Small Market Stations Report ... 309–317
Standard Coverage Study Under Way ... 145
Station Coverage Prime Research Objective ... 109–313
"Strange Hold" Described as Caress of Freedom ... 193
Suggestions for Cooperation with WPB Conservation Program ... 281
WAC Advertising Backed by Industry ... 272
WPB Declaration of Policy and Retailers Voluntary Program ... 272

DEFENSE

Advertisers War Effort Contribution ... 96
Armed Forces Radio Service Thanks NAB for Personnel Information ... 71
Army ET Has Wide Acceptance ... 180
Bond Booths on Docks ... 11
D-Day and the Radio Giant ... 189
Fifth War Loan ... 146–155–169–199–222–279
Fourth War Loan ... 11–71–109
Future War Loans Pose Problems ... 222–324
More Treasury ETs for Sponsorship ... 31
NAB War Activities ... 299–302
Paper Rationing Affects You ... 11
Stations Ask for War Bond ETs ... 19
Stations Favor Continuance Bond Campaign ... 18
Stations War Effort Broadcasts ... 111–161
Step Up Army Nurse Recruiting Efforts ... 280
Talent Sparks Wave Drive ... 253
Voluntary Censorship Tightened ... 24
WROK Sponsors Showing of War Film ... 85

Page

ENGINEERING

Allocation Problems 277–279–323
Annual Report 322
Crystals Now Available 89
District Engineering Committee 10
Fixed Condensers Available 110
FM vs. AM Television Sound 64
FM Broadcasters Meet 25
FM Channel Width Studied by Panel 1 261
FM Educational Broadcasting 241
Industrial Sound Equipment 110
NAB Committee Considers Allocations 279
NAB Develops Training Technique for Women Studio Operators 83
NAB Operator Training 56–71
NAB Surveys Broadcasters Use of High Frequency Supplementary Services 240
NAB Technician Pool 110
Post War Broadcast Allocation Proposals 292
Two NAB Staff Directors Address IRE Convention 26

FEDERAL COMMUNICATION COMMISSION

Adair, George P., New Chief Engineer 58
Alternate Transmitters Authorized 289
Appropriations 24–33–92
Ask Congressional Policy 247
A T & T Test in 12 Bands Is Approved 205
Attention Focused on Allocations 277
Change in Transcription Rule Not Yet Effective 178
Chairman Fly—Comments on "Don't Change Horses in the Middle of the Stream" 232
Chairman Fly—Denies Rumored Retirement 261
Chairman Fly—Meets with NAB Small Market Stations Committee 178
Chairman Fly—Replies to Complaint vs. WMCA 240
Chairman Fly—Speaks at FMBI Meeting 33
Chairman Fly-Wheeler Hail Radio 171
Committee Appoints John J. Sirica as General Counsel 104
Craven, T. A. M., to Leave Commission 159
Data Re 100-Watt Standard Broadcast Station 140
Durr, Clifford J., Clarifies Dissent 248
"Good Neighbor" Fellowship Awards 282
Hudson, Robert, to Assist Fly 156
Identification Break Waived 25
Inquiry on Railroad Use of Radio 146
Inspection of Records, Order No. 118 18
James, W. Ervin, Aide to Navy 105
Jett, Ewell K., Nominated to Commission 7–58
Jorgensen, Norman E., Joins Navy 92
Marks, Leonard, Heads New Facilities Section 193
NAB Comments on Proposed Electrical Transcription Rule 204
NAB Files Brief on FCC Order 118 Amending Rule 1.5 51
NAB-FCC Cooperate in Manpower Survey 240
Networks Warned on FM Broadcasting 168
New Application Form 216
New Multiple Ownership Order 31
Newspaper Case Closed 7
Number of Stations—February 42
Number of Station—March 113
Number of Stations—April 164
Number of Stations—May 208
Number of Stations—June 242
Policy on C. P.'s Clarified 23
Proposed Network Recording Rule 31
Railroad Hearings Set 216
Rejects Liberalization, Tightens ET Rule 280
Relay Station Broadcast Licenses Adjusted 180
Renewal Forms Revised 191
Reports FM Bursts to RTPB 192
Revises Multiple Ownership Compliance Procedure 101
RID Altered 193
Rock Island Permits Granted 180
Rules Amended on Commencement and Completion of Construction 216
Siling, Philip F., Resigns from FCC to Join RCA 281

Page

Statistics on U. S. Communications Industry Out Soon 290
Television Multiples Increased 160
Transcription Announcements 156
Transfer of Control Regulation 12
UAW-CIO Petition vs. WHKC for Hearing 222

GENERAL

Advertising Federation Calls Off Its Annual Convention 122
Air Corps Casualties Available to Industry 145
American Library Ass'n Spots 170
"America's Secret Weapon" Film Available to Stations 147
Boy Scouts Thank NAB 206
Broadcast Pleas Reduce Army Depot Absenteeism 4
Canadian Ass'n of Broadcasters Convention 61
Certificate of Appreciation to Dr. Armstrong 214
Coast Guard Thanks Radio for Commemorative Programs 282
College Degrees in "Radio Journalism" Seen by NAB Radio News Committee 26
Committee Studies College Radio Courses 32
DAR Demands Free Radio 163
"Daylight Saving" Time 154
"Don't Change Horses in the Middle of the Stream" 232
Educators Request More Channels 32
Ellis, Ray C., Addresses RMA Conference 192
Fighting Men Think About Post-War Jobs 242
Honorable Chan Gurney on Free Speech 103
Identification Break Waived 25
Imported U. S. Radios and Domestic Production Maintain Listening in Britain 19–57
Increased Production Excludes Radio 233
Industry Receives Signal Corps Certificate of Appreciation 205
Industry Thanked by Infantile Paralysis Foundation 55–65
Industry Thanks "Fibber" McGee and Molly for D-Day Coverage Plug 192
Information Wanted on Infringement of a Radio Idea 89
Information Wanted on Matthew Halton Radio Award 164
Information Wanted on "Rape of Radio" Book Cover 19
Inquiry on Power Rates 110
Jack Hopkins, Continues as President of the Florida Ass'n of Broadcasters 121
Murphy, Kingsley H., Buys KSO 156
NAB Receives Red Cross Citation 160
National Association of Evangelicals Questionnaire 11
National Music Week 141
National Thrift Week 11
Nebraska Broadcasters Hold State Meeting 180
New Award Is Created for Radio Contribution to Cause of Democracy 139
No Attempts to Influence News by Advertisers 56
No More "Disclaimers" 118
"On the Air" Will Show Anywhere 105
Oregon-Washington Broadcasters Meet 96–104
Peabody Award Winners 135
Program Log Information Wanted 110
Proposed Sale of WBT 33
Proprietary Ass'n Code of Advertising Practices 198
Radio Does a Job 77
Radio Figures Prominently in Ad Club War Projects 179
Radio Largest Source of War News 141
Radio Newsroom Manpower Survey 241
Radio Pays Tribute to the YMCA Centennial 206
Radio Praised for D-Day 205
Radio Reduces Absenteeism 241
Railroads Test Radio Train Communication 121
Red Cross Promotion Piece 281
Republican Convention Radio Coverage Great Engineering Feat 215

Page

Republican Plank on Freedom of Press and Radio 214
Restrictions on Wholesale Radio Distributors Eased 293
Send Military Addresses to NAB 83–85–137
Service Man Fights for Freedom of the Air 242
Stations Study Public Likes and Dislikes 56
Trammell Extols Radio and Press 4
Union Theological Seminary Undertakes Radio Survey 193
War Department Certificate of Appreciation 213
Watch for Harry Keefe 274
WHAS Has Full Time Religious Coordinator 233
WHYN Buys Mount Tom 262
WLS Has 20th Birthday 111
Women Staff New NBC Show 91
WOW Begins 22nd Year 111
WRVA Announcements Recover Sailor's Bag 70

GOVERNMENT

Cohen, Phil, to London 168
Crystals Now Available 89
Curtin, D. Thomas, WMC Radio Chief 104
FTC Report on Radio 12
Fetzer, John E., Replaces Ryan at Censorship 69
Henry, Glenn, Leaves WPB 199
Internal Revenue, Talent Tax Status 63
Ludlam, George P., Succeeds Philip H. Cohen at OWI 120
McGee, Charles H., Leaves WPB 254
McIntosh, Frank H., Leaves WPB 159
More Treasury ETs for Sponsorship 31–57
Navy Dept. Compliments NAB 41
OWI Needs Overseas Personnel 64–122
Policy on C. P.'s Clarified 23
Price Censorship Release 260
Restrictions on Wholesale Radio Distributors Eased 293
Signal Corps Presentation Ceremony 262
Smith, Robert J., Is New Treasury Radio Chief 169
Sub-Committee Considers "Daylight Saving" 154
Treasury Salutes Industry 272
U. S. Communications Representatives Confer with Colombian Gov't. 194
U. S. Office of Education Plans Better Equipment for School Radio 216
Voluntary Censorship Tightened 24
War Dept. Recognizes NAB Activity 31
Wartime Censorship Control Committee Disbands 291
WLB After Petrillo 272
WMC Continues Broadcasting in Essential Category 70
WMC Manpower Budget Plan 83
WPB Declaration of Policy and Retailers Voluntary Program 272
WPB Hinges Radio Manufacture on Germany's Surrender 289
WPB Interprets P-133 154

LABOR

AFM Walks Out in WJJD Case 197
Assigned Announcer Fee Principle Opposed 177
CIO and NAB Code 260
Commission Employees—New Policy 2
FCC Sets UAW-CIO Petition vs. WHKC for Hearing 222
Green, William, Says WJJD Strike Unauthorized 118
Hillbilly Recruits War Labor over KWKH 207
Information Needed on Membership of Women Technicians in IBEW Unions 191
NAB Annual Report 303
NAB Labor Post Filled by John Morgan Davis 271
Pancake Turners 52
Speedy Action Follows Appeal to Strikers over 5 Pittsburgh Stations 233
Wage and Hour—Talent Fees 15
Wage Order Affects Broadcasters 232
Wage Stabilization Extended 178
WCOV Wins Arbitration Award 102

Page

WJJD Presents Case 159
WLB After Petrillo 272
WLB Statement on Voluntary Bonuses 160
WMAL Case 136
WMC Appeals Procedure Modified 53

LEGISLATIVE

Brown and Rankin File Bills Affecting Radio 65
Clark Committee Hears Inter-Lochen Ban Story 89
International Communications Investigation 83
Limitation on Advertising Broadcasts S. 814 190
NAB Committee Considers White-Wheeler Bill 177
NAB Committee Meets with Chairman Wheeler 70–83
NAB Legislation Annual Report 311
NAB Reviews Legislative Position 190
NAB Revises Legislative Recommendations 24
Prohibit Interference with the Broadcasting of Non Commercial or Educational Programs 191
Rankin Bill H. R. 4151—Libel and Slander 65
Senator Pepper Advocates Broadcast of Congressional Proceedings 280
Wheeler-Fly on Future of Communications 171

MUSIC

BMI Board Meeting 197
Broadcasters Want Stronger BMI 62
Clark Committee Hears Inter-Lochen Ban Story 89
Commodore Records 53
Haverlin Leaves BMI, Joins MBS 89
NAB Music Committee Confers with ASCAP 139
Resolution Adopted 154
WJJD Presents Case 159
Ryan, Harold Elected President of BMI 118

NATIONAL ASSOCIATION OF BROADCASTERS

Annual Convention 31–197–221–259–271–289–300
Ass'n of Women Directors 57–222–242
Audience Measurement Bureau Committee Meets 31
Avery's Talk Before NRDGA Convention 8
Board Meetings 15–136–153
Brief Filed on FCC Order 118 Amending Rule 51
Broadcasters Discuss Essential Character of Radio 79
Broadcasters Want Even Stronger BMI 62
By-Law Change 153
Code and CIO 260
Code Committee Report 320
Code Controversial Issues 77
Code Technical and Program Departments Discussed in Bulletin 281
Comments on Proposed Electrical Transcription Rule 204
Convention Site and Program Committee Meet 9
District #2 78
District #3 79
District #6 69
District #8 39
District #10 39
District #12 63
District #13 62
District #14 41–53
District #15 104
District #16 54
District Engineering Committee 10
District Meeting Resolutions 39
District Meetings Schedule 1–7–15–25
Engineering Committee Considers Allocation 279
FCC-NAB Cooperate in Manpower Survey 240
Fetzer, John E., 8th District Director 39
Finance Committee Meet 9
Financial Report 306
Gillin, John J., 10th District Director 39
Hager, Kolin, 2nd District Director 78
Labor Post Filled by John Morgan Davis 271
Legislative Committee Considers White-Wheeler Bill 177
Legislative Committee Meets with Chairman Wheeler 70–83

Page

Legislative Position Reviewed 190
Membership 301–304
Membership Certificates 105
Music Committee Confers with ASCAP 139
Navy Department Compliments NAB 41
News Committee Plans Council on Radio Journalism 214
News Sub-Committee Meets 18
Non-Member Stations Invited to Affiliate with NAB 197
Operator Training 56–71
President's Annual Report 299
Program Managers Exec. Committee 10–320
Program Managers Start Series of Bulletins 232
Proposed By-Law Amendments 231
Public Relations Meetings 1–25
Radio News Committee 26–320
Radio News Committee Work Gets Further Cooperation 121
Research Committee Meets 261
Revised Legislative Recommendations 24
Ryan, Harold, New President 29–118
Ryan, Harold, Expresses Faith in Broadcasting's Future 117
Ryan, Harold, Speaks on Radio and War 249
Ryan, William B., 16th District Director 54
Sales Managers Hear "What Radio Buyers Want To Know" 40
Sales Managers Meetings 1–16
Salt Lake City Broadcasters Meet with Egolf and Avery 54
Second Edition of "Is Your Hat in the Ring" 261
Secretary-Treasurer's Annual Report 302
Signal Corps Presentation Ceremony Recordings Ready 262
Small Market Stations 309
Small Market Stations Committee Examines Study of Group Selling 167
Small Market Stations Committee Meets with Chairman Fly 178
Stringer, Arthur, Receives Signal Corps Certificate of Appreciation 281
Surveys Broadcasters Use of High Frequency Supplementary Services 240
Treasury Salutes Industry 272
Two Board Members Enter Service 249
War Dept. Recognizes NAB Activity 31
Way, William B., 12th District Director 63
Wooten, Hoyt B., 6th District Director 69
Yocum, Ed., 14th District Director 41–53

PROMOTION

Annual Report 323
Design Technique vs. Service Requirements—Irwin W. Stanton 45
Fifth War Loan Radio's Contribution 279
Iowa Churches Install Loud Speakers to Hear New Bishop over WHO 281
Kansas City Goes in for Kid Shows 42
KMBC Issues Service Brochure 105
KMBC-FM Makes Commercial Bow in Kansas City 254
KOB Co-Sponsored Bond Contest 223
KRNT Column in Iowa Papers 199
KRNT and KSO Launch "Food for Freedom Fair" 105
KROY Tells of Public Service 164
KTSW Establishes Radio Scholarship 156
KXOK Has New Type Public Forum Broadcast 121
KXOK's "Jobs for Heroes" Gets Results 84
Parents Acclaim New WMAZ Program 234
Pioneers Education by Radio in N. C. 241
Post-War Radio Service 45
Radio in Service of Home and Nation 48
Red Cross Promotion Piece 281
Schedules for KRNT Listeners 223
Three Stations Combine to Promote Knoxville Market 180
"Town Meeting" Promoted Drive over WROK 223
War Effort Reports 111–161

Page

WAVE Sells in Fourth War Loan Drive 70
WBIG Plans Morale Series 155
WBIG to Originate Network Series 199
WBZ Free Radio Workshop Begins 217
WBZ Warcasts Increase Production, Raise Morale 111
WFOY Issues "Thank You" Piece 262
WGAR and WJR Survey Stations 56
WGAR's Library Promotion 32
WIOD's Bond Promotion Clicks 217
WJAG Serves in Emergency 170
WJR Brochure "Victory F. O. B." 110
WMAZ Cancels Sponsored Religious Programs 241
WOPI Observes 15th Anniversary 199
WOWO's "Proudly We Hail" 147
WQAM Issues "Service" Brochure 164
WQAM Juvenile Delinquency Program 163
WRVA Campaign Producing "Smokes for Our Wounded" 170
WRVA Careless Talk Slogan Contest 90
WTAG Show Produces Bond Sales 206
WTIC's Unique Wartime Program 141
WWNC Issues News Program Schedule 199

PUBLIC RELATIONS

American Home Campaign Contest 85–242
Annual Report 319
Chicago School Broadcasts Grow 273
Children's Programs Discussed 179–273
Deadline on Photos for NAB Public Relations Book 193
Egolf Addresses Radio Council of Greater Cleveland 26
Egolf Speaks on Venereal Diseases 147
Fifteenth Institute for Education by Radio 123
Free Radio Explained by Radio 221
KFI Points Up Fight on Venereal Diseases 147
KTSM Booklet on El Paso Radio Forum 85
Lewis, Dorothy Schedule Southern Tour 85
Listener Activity Annual Report 321
Meetings 1–25
NAB Ass'n of Women Directors 57–222–242
NAB Participates in Ohio Institute 155
Notes from Listener Activity Office 234
Radio Councils Activities 19–26–321
Radio Education Conference Planned for New York 292
Radio Facilities and Activities Surveyed in New Jersey Schools 207
Radio Farm Directors Organize Ass'n 154
Radio News Committee 320
Radio Women at White House 198
Results of AWD General Survey of Women's Programs 122
Rochester Hospital Council Broadcasts 91
School Broadcast Conference Set 273
"Tell Us About Radio"—WGAR 90
Three New Radio Councils 292

RADIO TECHNICAL PLANNING BOARD

Allocation Panel Meets 233–261
Changes Name of Panel #5 222
FCC Reports FM Bursts 192
FM and Television Panel Meetings 119
FM Jurisdictional Dispute 293
NAB Engineering Report 322
Panel #3 Meeting 55
Panel #4 Meeting 2–154–233
Panel #5 Meeting 56–162–222
Panel #6 Meeting 64

RESEARCH

Annual Report 313
Audience Measurement 315
Data Re 200 to 500-Watt Stations 121
NAB Committee Meets 261
Population Shifts 65
Radio Families 17
Research and Sales Managers Exec. Committees Meet in Cincinnati 96

Page

Small Market Stations Report 317
Station Analyses 318
Station Coverage 313
Station Coverage Prime Research Objective 109
Standard Coverage Study Under Way 145

SELECTIVE SERVICE

Communications Common Carriers Denied Deferments 109
New Developments 95
WMC Continues Broadcasting in Essential Category 70

TAXATION

Annual Report 313
Excess Profits Tax 316
How to Mention Federal Excise Tax in Retail Radio Advertising 167
Retail Radio Advertising Must State Tax Separately 145
Talent Tax Status 63

TELEVISION

Dr. DeForest on Television 254
Joyce Forcasts Television at NRDGA Promotion Clinic 96
Meetings 32
Multiples Increased 160
Small Market Stations in Television 168
Stations Listed 32
Television in Spotlight 145
WHYN Buys Mount Tom 262

Page

TUBES

Increased Tube Production Is Under Way 241
NAB Predicts More Tubes in Last Half of Year 214
Views on Production Differ 2

NAB SPECIAL BULLETINS

A. F. OF M. #24, 25, 26, 27, 28
BEAM, THE Vol. 2, #1, 2, 3
ANNUAL REPORT Vol. 12, #35
BROADCAST ADVERTISING #9, 10, 11
INFORMATION #17
LEGISLATIVE Vol. 12, #1-11
MUSIC Vol. 12, #1
PROGRAM MANAGERS #1
REEMPLOYMENT #1
SELECTIVE SERVICE #17-22
SWAP #46-53
WAR BULLETIN #15-16
WAR CONFERENCE #1-2

Reports
The National Association of Broadcasters
1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 37, September 15, 1944

NAB PLANS PARTICIPATION IN FCC ALLOCATION HEARINGS

NAB will give no engineering testimony in the FCC allocation hearings beginning September 28.

The policy of cooperation with the Radio Technical Planning Board will continue. RTPB is now preparing technical testimony.

President Harold Ryan will appear and make a general statement for the industry on social and economic grounds, supported by such testimony as is pertinent.

Full text of Harold Ryan's letter to the Commission, entering NAB's appearance, is as follows:

"Pursuant to the last paragraph in the order, Docket No. 6651, this is to respectfully advise the Commission that the National Association of Broadcasters desires to appear and testify in the above entitled matter.

Testimony of the National Association of Broadcasters will be presented by J. Harold Ryan, President, and Paul F. Peter, Director of Research. Mr. Ryan's testimony will stress the importance of broadcast services to the social and economic life of the nation. Mr. Peter's testimony will be for the purpose of introducing into evidence substantiating factual data.

It is anticipated that the presentations of the above can be concluded within thirty minutes.

Please enter the appearance of John Morgan Davis, Esq., as Counsel for the National Association of Broadcasters."

NAB PRESENTATION OF STANDARD CIRCULATION TO ANA AND AAAA SEPTEMBER 22

NAB will make a formal presentation of the Standard Circulation Measurement method, developed by its Research Committee, to representatives of the Association of National Advertisers and the American Association of Advertising Agencies at the Waldorf-Astoria, Friday, September 22.

Paul B. West, president of the ANA, and Frederick R. Gamble, president of the AAAA, will attend with representatives of their associations.

Harold Ryan, NAB president, will head the NAB representation and introduce Hugh M. Feltis, KFAB, Lincoln, Nebraska, who will make the presentation. Mr. Feltis was chairman of the Research Committee last year and is now chairman of a Board of Director's sub-committee assigned to supervise the circulation measurement project.

Roger W. Clipp, WFIL, Philadelphia, newly elected chairman of the NAB Research Committee will attend with the Technical Sub-committee of which he served as chairman last year. The members are Edward F. Evans, Blue Network; Richard Puff, MBS; Barry T. Rumple, NBC; and Frank N. Stanton, CBS.

Paul F. Peter, NAB Director of Research, who serves as secretary for the Research Committee and Lewis H. Avery, NAB Director of Broadcast Advertising, will also attend.

It is planned that out of this meeting of representatives of the three associations will develop some definite plans for organizing a bureau to operate the circulation measurement.

CODE COMPLIANCE COMMITTEE, NEW YORK, OCTOBER 12-13

The week of September 25th was abandoned in favor of October 12-13 for the meeting of the Code Compliance Committee, to assure full attendance.

Arrangements are now being made for the two-day session to be held at Hotel Roosevelt, New York City.

Richard Frankensteen, Vice-President, UAW-CIO, has been invited to address this meeting.

928 STATIONS

In July the FCC granted two construction permits and licensed one station to operate. During the month of August, one station was deleted and three new construction permits were granted by the Commission. A comparative table of the number of standard broadcast stations by months, follows:

	1943				1944								
	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1
Operating	911	911	911	910	910	910	909	909	909	910	912	913	912
Construction	2	2	2	2	2	4	8	9	11	13	12	13	16
	913	913	913	912	912	914	917	918	920	923	924	926	928

WAR OFFICIALS SOUND NOTE OF WARNING ON "SURRENDER" NEWS

The Office of War Information, the War Department and the Navy Department September 9 jointly issued the following statement:

"False rumors of German surrender or of negotiations looking toward surrender have already appeared, and may be expected to be more frequent from now on. Some of these may be innocently spread; others may be inspired by enemy propagandists, who hope to cause confusion among the peoples of the United Nations and to induce us to relax our efforts.

"It is quite possible that there will be no single day which can be called the end of the war with Germany. Instead of a surrender en masse, the German armies may gradually disintegrate and surrender piecemeal. If there should be a general surrender, headquarters of the Allied Expeditionary Force will be the first to know it. Accordingly, no rumors of surrender should be accepted unless confirmed by General Eisenhower. If such rumors, without confirmation, should be published or broadcast as a matter of news, it is hoped that more than usual care will be taken to attribute them to their sources."

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations:* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

TO MOBOLIZE NATION'S STORE DISPLAYS FOR 6TH WAR LOAN

A plan to employ the store facilities of the nation in behalf of the coming 6th War Loan was launched in New York City, Tuesday (12), at a luncheon arranged by the War Advertising Council. It has the complete approval of the U. S. Treasury Dept.

Ted R. Gamble, director, War Finance Division, asserted, that, when carried out according to plan, the promotion is extremely productive. He explained that it was tested during the 5th War Loan in a sufficiently large number of cities, coast to coast, to justify such assertion.

Over $100,000 in war bonds will be made available to winners in the various classifications by individual manufacturers. Set forth below are the presently announced contestant groups together with donor of the awards within each classification:

Contestant Group	*Sponsor*
Department Stores	Textron, Inc.
Drug Stores	Abbott Laboratories
Grocery Stores	General Foods Corp.
Women's Apparel Shops & Specialty Stores	Nemo Foundations
Men's Apparel Shops	Cluett, Peabody & Co., Inc.
Furniture & Floor Covering Stores	Congoleum-Nairn, Inc.
Jewelry Stores	Bulova Watch Co.
Radio Stores	Sylvania Electric Products, Inc.
Gasoline Stations & Garages	Shell Oil Company, Inc.
Hardware Stores	Henry Disston & Sons, Inc.
Variety Stores	Clopay Corporation

Urge Local Entries

Contest details will come to individual retailers throughout the United States through the trade press and direct mail. Meantime, broadcasters are urged to encourage all retailers with whom they come in contact to participate in the 6th WAR LOAN DISPLAY CONTEST. Dates will coincide with those of the 6th War Loan, not yet announced.

Since many of the local merchants who may be expected to participate in the contest are known to the broadcasters and to staff members they are in a position to help with definite suggestions.

All displays will be judged, first, for their sales appeal; second, for their attention appeal; and third, for their artistry and originality. With rules coming later it may be sufficient at this time to mention only that "each display, whether a window display or a lobby display, must be devoted *exclusively* to War Bonds and the 6th War Bond Drive by featuring a $100 War Bond." Each display is to compete in its own classification. Each entry is to be submitted in photograph form; and sent to: 6th War Bond Drive Display Contest Committee, care of Display World, Cincinnati 1, Ohio.

"BROADCASTING FIGHTS ITS FIRST WAR"

With this issue of the NAB REPORTS is enclosed a reprint of an article entitled, "Broadcasting Fights Its First War," from the WESTERN ELECTRIC OSCILLATOR. Reprinted through the courtesy of Western Electric Company, the article recounts the achievements of broadcasting and its personnel on the war and home fronts. As the article points out:

"Thus, on Broadcasting, this time, has fallen the burden of supplying technical and fighting men to the armed forces and at the same time operating on a vaster scale than ever before a great and essential industry at home—a prodigious task!"

You'll find many faces and names you know between the covers of this reprint.

MENSER'S WAR CONFERENCE SPEECH IS PROGRAM BULLETIN NO. 3

The speech, "Programs for Tomorrow," delivered at the NAB Executives War Conference by Clarence L. Menser, Vice-President of the National Broadcasting Company in Charge of Programs, was selected immediately for Special Program Manager's Bulletin No. 3, accompanying this issue of NAB REPORTS.

The Committee felt that Menser's remarks were of permanent value to the industry. Presentation as a Special Bulletin means that his address will be bound with other Bulletins in the suggested "Program Manager's Handbook."

Attention of all Program Managers should be called to this activity. Succeeding Bulletins will continue to cover all phases of programming and the job of being a Program Manager.

NATION-WIDE ORGANIZATION TO FIGURE IN PEABODY AWARDS 1944 SELECTIONS

ATHENS, GA.—To make preliminary selections for 1944 George Foster Peabody Radio Award winners, listening-post committees have been set up in cities and colleges throughout the United States.

This is the second year that such listening-post committees have been set up under the direction of Mrs. Dorothy Lewis, coordinator of listener activity of the National Association of Broadcasters. These groups will make their recommendations to the Advisory Board through the Henry W. Grady School of Journalism, The University of Georgia, which administers these Peabody Awards with the assistance of the National Association of Broadcasters. Last year more than 2000 persons in some 40 states evaluated programs in their own communities.

Chairmen of these listening-post committees are:

Mrs. J. P. Duncan, Political Security Department, University of Akron, Akron, Ohio; Theodore R. Wright, Board of Education, Birmingham, Alabama; Mrs. Dorothy Kraus, Hyde Park, Massachusetts; Mrs. Edwin W. Malmros, Buffalo, New York; George Jennings, Chicago, Illinois; Mrs. Henry C. Christian, Lakewood, Ohio; Sherman Lawton, Stephens College, Columbia, Missouri; Paul M. Munro, superintendent, Columbus Public Schools, Columbus, Georgia; Mrs. Hazel Hillis, Des Moines, Iowa; Mrs. J. D. Robinson, Wallace, North Carolina; E. T. Anderson, assistant principal, Great Falls High School, Great Falls, Montana; Miss Blanche Young, Wilmington, Illinois; Mrs. R. O. Baker, Kansas City, Missouri; Mrs. R. H. Marvin, Anaheim, California; Mrs. F. H. Linkenberg, Louisville, Kentucky; Mrs. Clifford Weiden, State Normal School, Machias, Maine; Mrs. C. C. Wiley, Champaign, Illinois; Mrs. G. B. Palmer, Minneapolis, Minnesota; Mrs. F. L. Botkin, Muncie, Indiana; Mrs. Arch Trawick, Nashville, Tennessee; Mrs. Marguerite Clifford, Franklin, New

Hampshire; Mrs. Robert Cornelison, Sommerville, New Jersey; Mrs. N. B. Williams, Oklahoma City, Oklahoma; Mrs. W. F. Ottman, Omaha, Nebraska; Professor Herbert Olander, University of Pittsburgh, Pittsburgh, Pennsylvania; Mrs. George Howard, Rochester, New York; Mrs. George Struve, Sacramento, California; Mrs. Margaret Girdner, San Francisco Public Library, San Francisco, California; Mrs. Adelaide Navias, Schenectady, New York; Mrs. A. V. Overman, Spokane, Washington; Miss Margaret A. Hickey, national president, Business and Professional Women's Clubs, St. Louis, Missouri; Kenneth Bartlett, Syracuse University, Syracuse, New York; John Gunstream, director, Radio Visual Education, State Department of Education, Austin, Texas; Harry Lamb, Radio Division, Toledo Public Schools, Toledo, Ohio; Mrs. A. E. Calaway, Anderson Printing Company, Tulsa, Oklahoma; Mrs. M. T. Large, Salt Lake City, Utah; Mrs. D. J. Marble, Seattle, Washington; Mrs. Gertrude Broderick, secretary, F.R.E.C., U. S. Office of Education, Washington, D. C.; and Mrs. Herman Warren, Winston Salem, North Carolina.

Similar listening-post committees have been set up through the office of Dean John E. Drewry of the Grady School in the following institutions of higher learning:

Boston University, University of Colorado, University of Georgia, University of Idaho, University of Illinois, State University of Iowa, University of Kentucky, Louisiana State University, University of Minnesota, University of Missouri, Montana State University, University of North Carolina, University of North Dakota, Ohio State University, Pennsylvania State College, Rutgers University, University of South Carolina, University of South Dakota, University of Southern California, University of Utah, University of Washington, West Virginia University, and University of Wisconsin.

The 1944 George Foster Peabody Radio Awards will again give recognition to both programs and stations. Awards are to be made in the following categories:

1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

January 10, 1945, is the closing date for 1944 entries or recommendations, which should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, the University of Georgia, Athens.

The Peabody awards are designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of The University of Georgia, and friend of educational progress everywhere.

George Foster Peabody, whose name the awards bear, was born in Columbus, Georgia. He became a highly successful New York banker. He served as a trustee of a number of institutions of higher learning, and was given honorary degrees by Harvard, Washington and Lee, and The University of Georgia. He was once treasurer of the National Democratic Committee. Mr. Peabody devoted much of his fortune to education and social enterprises. He was especially interested in the state university of his native Georgia. Far-visioned as he was, as early as 1905 he saw the necessity of a chair of forestry in the College of Agriculture of a state in which the pine tree is of no small consequence. Today the Georgia School of Forestry bears his name. Mr. Peabody was a close personal friend of Franklin D. Roosevelt, and was largely responsible for interesting the President in the Georgia Warm Springs Foundation, near which is located the "Little White House."

Members of the Peabody Advisory Board are:

Edward Weeks, editor, Atlantic Monthly, Boston, chairman; John H. Benson, past president, American Association of Advertising Agencies, New York City; Dr. Ralph Casey, director, School of Journalism, University of Minnesota, Minneapolis; Jonathan Daniels, editor, Raleigh (N. C.) News and Observer; Mark Ethridge, publisher, Louisville (Ky.) Courier-Journal and Times; Earl J. Glade, mayor of Salt Lake City, Utah; Joseph Henry Jackson, literary editor, San Francisco (Calif.) Chronicle; Waldemar Kaempffert, science editor, New York Times; Alfred A. Knopf, publisher, New York City; Dr. I Keith Tyler, director of radio education, Ohio State University, Columbus, Ohio; Mrs. Marjorie Peabody Waite, president, "Yaddo", Saratoga Springs, New York, and daughter of George Foster Peabody whose name the awards bear; Dr. S. V. Sanford, chancellor, University System of Georgia; and John E. Drewry, dean, Henry W. Grady School of Journalism, University of Georgia.

Listener Activity

Mrs. Theodore Roosevelt, Jr., has appointed Mrs. Dorothy Lewis, Coordinator of Listener Activity, to serve on the Women's Civilian Committee of the WAC.

* * *

Mrs. George Fielding Eliot has accepted chairmanship of the New York Committee for the George Foster Peabody Awards. Mrs. Eliot is Radio Chairman for the Women's Action Committee on Victory and Lasting Peace. As June Hynd, she was assistant to Margaret Cuthbert, Director of Women's Activities of NBC.

* * *

The Louisville Radio Council set up a radio booth at the Kentucky State Fair August 28 - September 4th. Each day, local women commentators were guests and material on radio was distributed widely.

* * *

A Planning Committee for the projected Radio Education Conference in December will be held on September 14th at New York University. Mr. Robert Macdougall, Regional Director for AER is chairman. All networks are co-sponsors as well as the NAB, which through the Listener Activities Division has channeled the cooperation of about 60 stations in the northeast.

A. F. A. HONORS HELEN HOLBY IN 25TH YEAR OF SERVICE

The anniversary of Helen Holby's twenty-fifth year of service with the Advertising Federation of America was celebrated at the Waldorf-Astoria in New York City Thursday, September 14.

One hundred and fifty advertising leaders, including officers and directors of A.F.A. were present to honor her.

As Director of Club Contact, Miss Holby is in close touch with advertising clubs throughout the country. She also directs the Federation's Speakers Bureau, which assists in getting speakers for the clubs on advertising and kindred subjects.

Gifts were presented Miss Holby by the Federation and from numerous affiliated advertising clubs.

NUNN STATIONS SEND OUT NEW BROCHURES

The Nunn Stations WLAP, Lexington, Ky., WBIR, Knoxville, Tenn., WCMI, have sent out new brochures which contain essential market data on their respective territories. The brochures are of the loose-leaf style so that current data may be added periodically.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, September 18. They are subject to change.

Monday, September 18

Consolidated Hearing

NEW—Marietta Broadcasting Company (Virgil V. Evans, owner), Marietta, Ga.—C. P. for new station; **1230 kc.**, 250 watts, unlimited.

NEW—Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, Marietta, Ga.—C. P. for new station; **1230 kc.**, 250 watts, unlimited.

Tuesday, September 19

Consolidated Hearing

KGKO—KGKO Broadcasting Co., Fort Worth, Texas—Renewal of license; **570 kc.**, 5 KW, unlimited, DA night.

WBAP—Carter Publications, Inc., Fort Worth, Texas—Renewal of license; **820 kc.**, 50 KW, shares equally with WFAA.

WFAA—A. H. Belo Corp., Dallas, Texas—Renewal of license, **820 kc.**, 50 KW, shares equally with WBAP.

Thursday, September 21

KFVD—Standard Broadcasting Co., Los Angeles, Calif.—Renewal of license; **1020 kc.**, 1 KW, limited time.

KPAS—Pacific Coast Broadcasting Co., Pasadena, Calif.—Renewal of license; **1110 kc.**, 10 KW, unlimited, DA night and day.

KSOO—Sioux Falls Broadcasting Assn., Inc., Sioux Falls, S. Dak.—Renewal of license; **1140 kc.**, 5 KW, limited time.

Friday, September 22

WQAM—Miami Broadcasting Co., Miami, Fla.—Modification of license to use auxiliary transmitter during night hours of operation; **560 kc.**, 1 KW night, 5 KW day. Auxiliary: 1 KW night, unlimited.

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Renewal of license (main and auxiliary); **950 kc.**, 1 KW main, 500 watts auxiliary, daytime main, auxiliary purposes only—auxiliary.

Federal Communications Commission Action

APPLICATIONS GRANTED

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Granted petition for reconsideration and grant application of construction permit for new broadcast station at Ann Arbor, to operate on **1050 kc.**, 250 watts, daytime only, and granted said application in accordance with procedure outlined in Commission's January 26, 1944, policy. (Docket 6231; B2-P-3595)

Granite District Radio Broadcasting Co., Salt Lake City, Utah—Granted reinstatement and grant of construction permit for a new broadcast station at Salt Lake City, Utah, to operate on **1400 kc.**, 250 watts, unlimited time; granted subject to procedural requirements of January 26, 1944, policy. (Docket 6003; B5-P-2750)

WING—Great Trails Broadcasting Corp., Dayton, Ohio.—Granted construction permit to make changes in directional antenna and move transmitter to a point 4.3 miles from present location, subject to procedure in January 26, 1944, policy (B2-P-3627). Granted renewal of license for construction period, but in no event beyond March 15, 1945. (B2-R-292)

WERC—Presque Isle Broadcasting Co., Erie, Pa.—Granted construction permit to change frequency from **1490** to **1230 kc.** (B2-P-3633)

John R. Fetzer and Rhea Y. Fetzer, d/b as Fetzer Broadcasting Co., Grand Rapids, Mich.—Adopted decision and order denying petition of Ashbacker Radio Corporation (WBKZ) for rehearing or other relief directed against the Commission's grant of the application of Fetzer Broadcasting Co. for construction permit for new station, and denied request for stay of the issuance of any construction permit for the use of **1230 kc.** at Grand Rapids, Mich. (Commissioner Case dissenting). (B2-P-3590)

KPKW—Western Radio Corp., Pasco, Wash.—Granted extension for 30 days to file application for approval of transmitter site.

WING—Great Trails Broadcasting Corp., Dayton, Ohio—Granted construction permit to make changes in directional antenna and move transmitter to a point 4.3 miles from present location, subject to procedure in January 26, 1944, policy. (B2-P-3627)

LICENSE RENEWALS

Granted renewal of following relay broadcast station licenses for the period ending not later than December 1, 1944:

WAXE, Havens & Martin, Inc.; KDAC, KARM, The George Harm Station; KBQB, Edwin A. Kraft; WBAC, New Jersey Broadcasting Corp.; WAIN, WEKH, Peoria Broadcasting Co.; WEOY, John M. Rivers; WAAR, Rockford Broadcasters, Inc.; KTSR, Tri-State Broadcasting Co., Inc.; WBNT, WGBD, WJLF, WBNS, Inc.; WEND, WHPA, WHP, Inc.; WAAJ, The Fort Industry Co.; WCBJ, Lehigh Valley Broadcasting Co.

Granted renewal of following relay broadcast station licenses for the period ending not later than February 1, 1945:

WBWB, Banks of the Wabash, Inc.; KIFF, Missouri Broadcasting Corp.; WAIJ, WAIY, WIBX, Inc.; WHPT, Radio Station WMFR, Inc.; WJAE, WJNO, Inc.

Granted renewal of following relay broadcast station licenses for the period ending not later than April 1, 1945:

WHMK, WJEK, Hagerstorn Broadcasting Co.; KBIB, The KANS Broadcasting Co.; WAAK, Radio Station WSOC, Inc.; WAIE, Joe L. Smith, Jr.

Granted renewal of following relay broadcast station licenses for the period ending not later than May 1, 1945:

KAAC, KAAZ, KBKC, WAEW, Columbia Broadcasting System, Inc.; KAQY, The Farmers and Bankers Broadcasting Corp.; WCLA, Larus & Brother Co., Inc.; KSCR, McClatchy Broadcasting Co.; WNBJ, National Broadcasting Co., Inc.; KBIC, KBID, KNEF, Radio Service Corp. of Utah; WJEN, WJEP, Stromberg-Carlson Co.; WAWT, Voice of Alabama, Inc.; WEMC, Westinghouse Radio Stations, Inc.; WAAH, West Virginia Broadcasting Corp.; WAIO, WELR, WDZ Broadcasting Co.; WAAI, WAAQ, The WGAR Broadcasting Co.

Granted renewal of following relay broadcast station licenses for the period ending not later than October 1, 1945:

WKRB, American Broadcasting Corp.; KAOV, KRIC, Inc.; WAHL, Paducah Broadcasting Co., Inc.; WMWB, Port Huron Broadcasting Co.; WMFZ, WCBS, Inc.

Granted renewal of following relay broadcast station licenses for the period ending not later than May 1, 1946:

WFYA, WHLL, Central New York Broadcasting Corp.; WIOE, WIOF, WIOG, Isle of Dreams Broadcasting Corp.; WAHB, WJER, The Journal Co. (The Milwaukee Journal); KAAO, KAAR, KLZ Broadcasting Co.; KABB, KEGB, Don Lee Broadcasting System; WIEF, Miami Broadcasting Co.; WPBK, WPBO, Portland Broadcasting System, Inc.; KAIZ, Radio Station WOW, Inc.; WMNH, The Radio Voice of New Hampshire, Inc.; WAUI, WAUR, University of Illinois; WIEH, WMCA, Inc.; WBEE, Worcester Telegram Publishing Co., Inc.

Granted renewal of following relay broadcast station licenses for the period ending not later than November 1, 1946:

WBAN, WBAO, WBAQ, WMOR, Bamberger Broadcasting Service, Inc.; WCBF, WFYB, WIEK, WJSV, Columbia Broadcasting System, Inc.; WAIC, WAUV, Courier-Journal and Louisville Times Co.; WAAD, The Fort Industry Co.; WAIH, WGN, Inc.; WAUC, Matheson Radio Co., Inc.; KDRA, KNBH, WNBQ, National Broadcasting Co., Inc.; WADP, WADQ, WBPA, The National Life and Accident Insurance Co.; WSOH, The Ohio State University; KQCB, Queen City Broadcasting Co., Inc.; WGNA, WGN, Inc.; KWHB, WHB Broadcasting Co.; WENH, WJRA, WJR, The Goodwill Station; WLWB, WLWJ, WLWA, The Crosley Corp.; KAIH, KAXA, Earle C. Anthony, Inc.

Granted renewal of following relay broadcast station licenses for the period ending not later than May 1, 1947:

KABD, KAOG, Don Lee Broadcasting System; KEMA, May Broadcasting Co.; WAEA, WAPO Broadcasting Service; WAIQ, WATC, WAVE, Inc.; KBRG, WADY, Inc.; WATD, South Bend Tribune.

Granted renewal of following relay broadcast station licenses for the period ending not later than May 1, 1945:

KABE, KAIE, KIGA, KSTP, Inc.

WATA—Ashland Broadcasting Co., area of Ashland, Ky.—Granted renewal of relay broadcast station license for period ending not later than June 1, 1945.

KAGM—Oscar C. Hirsch, tr/as Hirsch Battery & Radio Co., area of Cape Girardeau, Mo.—Granted renewal of relay broadcast station license for period ending not later than August 1, 1945.

WAVB—The Scioto Broadcasting Co., area of Portsmouth, Ohio—Granted renewal of relay broadcast station license for period ending not later than August 1, 1945.

KIIS—Harris County Broadcast Co., area of Houston, Texas—Granted renewal of relay broadcast station license for period ending not later than November 1, 1945.

KRME—Merced Broadcasting Co., area of Merced, Calif.—Granted renewal of relay broadcast station license for period ending not later than December 1, 1945.

Granted renewal of following licenses for the period ending not later than November 1, 1945:

KALE, Portland, Ore.; KFH, Wichita, Kans.; KGB, San Diego, Calif.; KGBX, Springfield, Mo.; KHSL, Chico, Calif.; WBBR, Brooklyn, N. Y.; WEVD and auxiliary, New York, N. Y.; WFBM, Indianapolis, Ind.; WKST, New Castle, Pa.

KFQD (auxiliary only)—William J. Wagner, tr/as Alaska Broadcasting Co., Anchorage, Alaska—Granted renewal of license for the period ending not later than May 1, 1946.

KTKN—Edwin A. Kraft, Ketchikan, Alaska—Granted renewal of license for the period ending not later than May 1, 1947.

MISCELLANEOUS

KARM—KARM, The George Harm Station, Fresno, Calif.—Denied without prejudice petition for reinstatement of application for modification of license to change frequency from **1430** to **1030 kc.** and make changes in directional antenna. (Docket 6482; B5-ML-1122)

Fred Jones Broadcasting Co., Tulsa, Okla.—Denied without prejudice application for reinstatement of application for construction permit for new station at Tulsa, Okla., to operate on **1030 kc.,** 50 KW, unlimited time. (Docket 5947)

Placed in pending files in accordance with Commission policy adopted February 23, 1943, application of National Broadcasting Co., Inc., for construction permit for new commercial television broadcast station at Cleveland, Ohio (B2-PCT-23); application of Badger Broadcasting Co. for construction permit for new high frequency FM broadcast station at Madison, Wis. (B4-PH-302)

APPLICATIONS FILED AT FCC

820 Kilocycles

WKAT—A. Frank Katzentine, Miami Beach, Fla.—Construction permit to change frequency from **1360 kc.** to **820 kc.,** increase power from 1 KW to 50 KW, install new transmitter, directional antenna and move transmitter to west of Dania, Fla.

880 Kilocycles

KGA—Louis Wasmer, Spokane, Wash.—Construction permit to change frequency from **1510 kc.** to **880 kc.,** increase power from 10 KW to 50 KW, install new transmitter and make changes in directional antenna for night use.

910 Kilocycles

WQAN—The Scranton Times (co-partnership), E. J. Lynett, Wm. R. Lynett, Elizabeth R. Lynett and Edward J. Lynett, Jr., Scranton, Penna.—Involuntary assignment of license to The Scranton Times (co-partnership), Wm. R. Lynett, Elizabeth R. Lynett and Edward J. Lynett, Jr.

1240 Kilocycles

WSNJ—Eastern States Broadcasting Corp., N. N.E. of Bridgeton, N. J.—Modification of license to move main studio from South Pearl and Warren Sts., Bridgeton, N. J., to Centerton and Burlington Roads, Upper Deerfield Twp., 2½ miles North Northeast of Bridgeton, N. J.

WGGA—Blue Ridge Broadcasting Co., Gainesville, Ga.—Acquisition of control of licensee corporation by Charles Smithgall through purchase of 20 shares common stock (11.43%) from Austin F. Dean.

1330 Kilocycles

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Construction permit to make changes in transmitting equipment, make changes in directional antenna to be used day and night, and increase power by 1 KW to 5 KW. Amended to make changes in directional antenna, and change transmitter location from Myrtle Ave. and Emerald St., St. Paul, Minn., to West 7th St., east of Davern St., St. Paul, Minn.

1410 Kilocycles

KQV—KQV Broadcasting Co., Pittsburgh, Pa.—Transfer of control of licensee corporation from H. J. Brennen, H. K. Brennen, Sara A. Brennen, Margaret M. Brennen and Thelma B. Bregenser to Allegheny Broadcasting Corporation—100%.

1450 Kilocycles

KORE—Frank L. Hill and Violet G. Hill, co-partners, d/b as Eugene Broadcast Station, Eugene, Oregon—Involuntary assignment of license to Violet G. Hill and Violet G. Hill, Administratrix of the Estate of Frank L. Hill, Deceased, d/b as Eugene Broadcast Station.

1490 Kilocycles

WJXN—P. K. Ewing, Jr., and F. C. Ewing, a partnership, d/b as Ewing Broadcasting Co., Jackson, Miss.—Modification of construction permit (B3-P-3614, which authorized a new standard broadcast station) for approval of antenna, approval of transmitter location at ½ mile south of Fair Grounds between Spring Lake Club Road and Capitol St., Jackson, Miss., and to specify studio location as Deposit Guaranty Bldg., 200 E. Capitol St., Jackson, Miss.

FM APPLICATIONS

NEW—Fidelity Broadcasting Corp., Boston, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47100 kc.** with coverage of 4,830 square miles.

NEW—Hampton Roads Broadcasting Corp., Newport News, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 5,950 square miles.

NEW—Farnsworth Television and Radio Corp., Fort Wayne, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.** with coverage of 8,500 square miles.

NEW—The Sun Publishing Co., Inc., Jackson, Tenn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47100 kc.** with coverage of 13,400 square miles.

NEW—Grenco, Inc., Greenwood, S. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 5,305 square miles.

MISCELLANEOUS APPLICATIONS

WLAK—Lake Region Broadcasting Co., Lakeland, Fla.—Authority to determine operating power by direct measurement of antenna power.

W9XG—Purdue University, West Lafayette, Ind.—Modification of construction permit (B4-PVB-52 as modified) for extension of completion date from 9-24-44 to 9-24-45.

WSCC-NEW—Savannah Broadcasting Co., area of Savannah, Ga.—Modification of construction permit (B3-PRE-435, which authorized construction of a new relay broadcast station) for extension of completion date.

KVSO—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.—Voluntary assignment of license to John F. Easley.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Anacin Co., Jersey City, N. J., and its advertising agency are charged in a complaint with disseminating false advertisements which misrepresent the therapeutic properties of Anacin Tablets and fail to reveal their potential danger to health when self-administered indiscriminately. (5213)

Josten Manufacturing Co., Owatonna, Minn., engaged in the manufacture and sale of medals, trophies and classroom jewelry, is charged in a complaint with misrepresenting the prices of its merchandise. The complaint also names as respondents the company's officers, Daniel C. Gainey, Walter H. Gainey, Albert L. Sperry and Adelbert N. Josten. (5214)

Lee Products and Chemi-Culture Laboratories, 4730 Sheridan Road, Chicago, is charged in a complaint with disseminating false advertisements concerning feminine hygiene preparations he sells in interstate commerce. (5215)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

American Food Shipping Co., 55 West 87th St., New York, has been ordered to cease and desist from misrepresentation of the value and contents of gift packages of food, cigarettes and other merchandise sold for shipment to members of the armed forces in the United States and foreign countries. (5147)

Bland Products Co., 3716 North Clark St., Chicago, has been ordered to cease and desist from certain misrepresentations in connection with the sale of feminine hygiene preparations designated "Flo Triple XXX Compound" and "An-Tex Inserts." (5141)

Eastman Kodak Co., Rochester, N. Y., has been ordered to discontinue use of a resale-price-maintenance policy in connection with the interstate sale and distribution of two classes of film, Kodachrome and Magazine. Each is used by amateurs, Kodachrome for taking still and motion pictures in color and Magazine Film for both colored and black-and-white motion pictures. (4322)

Wakita Herb Company—An order to cease and desist from disseminating false advertisements concerning therapeutic properties of a medicinal preparation designated "Indian Herbal Roots" has been issued against Gladys Goldberg, trading as Wakita Herb Co., 110 West 42nd St., New York. (5091)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Colby Pioneer Peat Company, Inc., Hanlontown, Iowa, selling and distributing peat, has stipulated to cease and desist from using the words "moss peat," "Sphagnum moss," or words of similar import to describe any peat not derived from Sphagnum moss, or from otherwise representing that any peat is moss peat, when such peat is not derived from Sphagnum moss. (3887)

Fifth Avenue Jewell Co., 415 Lexington Ave., New York, distributing and selling jewelry, including rings, has stipulated to cease and desist from representing that any ring containing no gold is of white gold effect or that any ring containing no rhodium has a rhodium finish. (03232)

Hi-Lo Products, 5473 Delmar Boulevard, St. Louis, selling and distributing pharmaceutical products, including a preparation variously designated as "Hi-Lo All-in-One Balanced Vitamins and Minerals Tablets," "All-in-One Balanced Vitamin and Mineral Wafers," and "Hi-Lo Balanced Vitamin & Mineral Wafers," referred to as "All-in-One," and a preparation variously designated as "Anti-Gray Hair Vitamin," "Hi-Lo Anti-Gray Hair Vitamin Tablets," "Hi-Lo Balanced Vitamins B Complex Plus Tablets" and "Hi-Lo Balanced B Complex Plus Tablets," referred to as "Anti-Gray Hair Vitamin," has stipulated to cease and desist from representing that the preparation referred to as "All-in-One" contains 34 mineral elements which are needed by the human body or essential in human nutrition; that the vitamin B complex consists of 28 factors or any number in excess of those actually contained or recognized as constituting the vitamin B complex; that "All-in-One" contains "all known and unknown vitamins"; that either of the preparations can be depended upon to restore the vigorous health of youth, or making any statement or representation tending to convey the impression that users can be assured of increased vigor or an increased joy of living; by use of the statement "A daily supply of vitamins is essential," or otherwise, that it is essential that vitamins be taken every day in order to obtain the full vitamin requirements; that vitamin A can be depended upon as protection against infections or colds or that vitamin B_1 can be depended upon to steady the nerves, restore strength or that it influences appetite other than in cases where loss of appetite arises from a deficiency of the vitamin; that vitamin C can be depended upon to keep the teeth and gums healthy or speed the healing of wounds; that vitamin D provides the benefit of sunlight; that vitamin E can be depended upon to make the muscles healthy, correct sterility or that it plays a significant role in human reproduction; or that vitamin G is an important aid in keeping one young or vigorous. (3888)

Nix Cosmetics Company, P. O. Box 463, Memphis, Tennessee, selling and distributing a cosmetic preparation designated "Nix Bleach Cream," has stipulated to cease disseminating any advertisement that fails to reveal that the preparation should not be applied to an area of the skin larger than the face and neck at any one time; that too frequent applications and use over excessive periods of time should be avoided; that adequate rest periods between series of treatments should be observed; that the preparation should not be used where the skin is cut or broken, and that in all cases a proper patch test should be made to determine whether the patient is allergic or sensitive to the preparation, provided, however, that such advertisement need contain only the statement, "CAUTION: Use only as directed," if the directions for use, whether appearing on the label or labeling, contain a warning to the same effect. (03233)

COMPLAINTS DISMISSED

Because of the death of the respondent, Ethel J. Cayce, the Federal Trade Commission has dismissed the complaint issued against her. The complaint had charged the respondent, trading as Rejuvene Manufacturing Co., Berkeley, Calif., with misrepresentation in connection with the sale of a cosmetic designated "Rejuvene."

The Commission also dismissed its complaint against Standard Business Institute, Inc., because the respondent corporation has been dissolved. The corporation, which had its place of business in Chicago, was charged with misrepresentation in connection with the sale of correspondence courses.

The FCC has announced it will contruct and operate an experimental frequency modulation (FM) station, with the call letters W3XFC for the purpose of securing technical data on the operational characteristics of Frequency Modulation.

Operated by engineers in the Field Division in cooperation with the Technical Information and other Divisions of the Engineering Department of the Federal Communications Commission, station W3XFC will transmit only records, transcriptions and tone modulations. It will have a power output of approximately 50 watts and is authorized to operate on any frequency between 42,000 and 50,000 kc. with both wide and narrow band transmissions.

The station will be operated at several locations in the Washington area on the same and channels adjacent to the local experimental FM station, W3XO, and other FM stations.

The project will not be completed for some time due to the shortage of personnel. It is expected, however, that some data will be obtained in time for use at the general Allocation Hearing beginning September 28.

The appointment of a Radio Parts Manufacturers' Industry Advisory Committee and its first organizational meeting to be held late in September, were announced today by the Office of Price Administration.

At the meeting, committee members and officials of the agency will discuss methods by which the maximum price regulation governing the sale of civilian radio parts by manufacturers may be adapted to facilitate pricing new radio parts.

Members of the committee, whose appointments were announced today, are:

Octave Blake
Cornell-Dubilier Electric Co.
S. Plainfield, N. J.

Samuel I. Cole
Aerovox Corporation
New Bedford, Mass.

Monte Cohen
The F. W. Stickles Company
Springfield, Mass.

Russell E. Cramer
Radio Condenser Company
Camden, N. J.

Allen W. Fritzche
The General Industries Company
Elyria, Ohio

Robert C. Sprague
Sprague Electric Company
North Adams, Mass.

Leslie F. Muter
The Muter Company
Chicago, Ill.

W. G. Roby
Cinch Mfg. Corp.
Chicago, Ill.

J. H. Stackpole
Stackpole Carbon Company
St. Marys, Pa.

Thomas A. White
Jensen Radio Manufacturing Co.
Chicago, Ill.

A. Blumenkranz
General Instrument Corporation
Elizabeth, N. J.

George Fraser
Astatic Microphone Company
Youngstown, Ohio

Hugh H. Eby
Hugh H. Eby, Inc.
Philadelphia, Pa.

L. W. Howard
Peerless Electrical Products Co.
Los Angeles, Calif.

Jerome J. Kahn
Standard Transformer Corp.
Chicago, Ill.

Harry E. Osmun
Centralab
Milwaukee, Wis.

Harry Ehle
International Resistance Co.
Philadelphia, Pa.

C. L. Walker
Utah Radio Products Co.
Chicago, Ill.

Wholesale dealers in electronic parts and equipment who desire to sell excess and idle stocks must first secure an AA-5 rating under Priorities Regulation 13, since these ratings are not automatically assigned, War Production Board Radio and Radar officials pointed out today.

Misinterpretations of Priority Regulation 13, as amended August 18, have led some jobbers to undertake the sale of electronic components without securing the necessary AA-5 rating, officials said.

To the end that existing regulations be made clear, the following statement was made by Ray C. Ellis, Director of the WPB Radio and Radar Division:

> "List B of Priorities Regulation 13, as amended August 18, 1944, lifted the prohibition against special sales of excess and idle stocks of the electronic components on List B to wholesale dealers. It was provided instead that such components could be sold to wholesale dealers on orders rated AA-5 or better.
>
> "Regulation 13 and List B thereof do not assign to anyone the AA-5 or any other rating. The provision mentioned above means that wholesale dealers may buy excess and idle stocks of such components on their orders if rated AA-5 or better, but it does not give them the rating for that purpose. They may use only ratings which they have obtained otherwise and are legally entitled to apply or extend under War Production Board regulations."

The FCC has adopted the following resolution:

> WHEREAS, The Federal Communications Commission has learned with deep regret of the death of George H. Hill; and
>
> WHEREAS, Mr. Hill has served with this Commission and its predecessor, the Federal Radio Commission, since Nineteen Thirty-One, and during all of this period of his service has been a loyal, conscientious and untiring public servant whose devotion to duty and cooperativeness endeared him to all with whom he was associated; now therefore be it
>
> RESOLVED, That the death of George H. Hill is a real loss to the Commission, and to his associates in the Law Department; and be it further
>
> RESOLVED, That this Resolution be spread upon the Minutes of the Commission and a copy thereof transmitted to the bereaved family.

NAB Reports
National Association of Broadcasters

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 38, September 22, 1944

NAB PROTESTS ARMY QUESTIONNAIRE

NAB has protested to the War Department regarding a request received by a middle west station for program information which is believed to be entirely irrelevant and beyond the scope of the inquirer's function.

The questionnaire circulated by U. S. Army District No. 1, Detroit, Sixth Service Command, Chicago, sought information on the station's programs, by quarter-hour, 12:00 noon to 6:00 p.m., Monday through Saturday.

Seven questions were asked regarding each quarter-hour. This makes a total of 28 questions for each of six hours; 168 for each of 6 days; a total of 1,008 in all.

In protesting the circulation of this questionnaire NAB asserted that:

"It is our belief that this questionnaire from Detroit headquarters of District No. 1, Sixth Service Command, Chicago, is an imposition on this station and on all broadcast stations receiving it. Further, the questionnaire appears to go beyond the scope of the War Department's appropriate interest in the matter of home front support."

ALLOCATION OF FREQUENCIES HEARINGS

The Federal Communications Commission this week issued the following notice with respect to the procedure to be followed in the hearings on the allocation of frequencies (Docket No. 6651). The notice follows:

"Notice is hereby given of the order in which the Commission will receive evidence concerning the various services. Because of the difficulty of securing hotel and railroad reservations the Commission is endeavoring to estimate when each of the particular services will be reached. It should be emphasized, however, that it is impossible to foretell accurately in advance just when one phase of the hearing will end and another begin and all dates used are at best only approximate. However, every effort will be made to adhere to the schedule as closely as possible.

"The hearings will open on September 28 at 10:30 A.M. at the Interdepartmental Auditorium. For the first three days of the hearing, September 28, 29 and 30, general information and data will be presented. The hearing will open with testimony by members of the Commission's staff concerning material which has been assembled concerning the effects of bursts, sporadic E transmission, and other propagation data about the very high frequency band. This will be followed by a statement of Dr. W. R. G. Baker, Chairman of the Radio Technical Planning Board. When Dr. Baker has completed his statement, chairmen of Panels 4 through 9 and 11 through 13 of the Radio Technical Planning Board will present brief statements concerning the recommendations of their panels. Then the chairman of Panel 1 and Panel 2 will submit their panels' reports.

"The Commission will then proceed to consider the various services in the order listed below. In considering each service, the Commission will first hear testimony from the RTPB witnesses for the service in question and will then receive evidence from all other interested persons. For convenience in estimating the time to be consumed by the various services they have been divided into four groups and the time expected to be consumed by each group is set forth in the table below. (The topic number in the following table refers to the numerical designation of the services as set forth in Public Notice of August 17, 1944.)

ADVICE ON QUESTIONNAIRES

Where doubt exists as to the reason, need, legitimacy or desirability of making reply to a questionnaire, members are urged to forward the questionnaire and all related material to NAB for investigation.

Through its Research Department NAB cooperates with a Committee on Government Questionnaires. No questionnaires that have not been cleared by this committee are supposed to be sent from any government department. We ask your cooperation in giving us advice about all questionnaires received.

Order of Services

"*Topic No.*	*Services*	*Estimated Date*
	Group I	
8	Fixed Public Service (other than Alaska)	October 2, 4, 5, 6, 7.
9	Coastal, Marine Relay, Ship, Mobile Press, and Fixed Public Service in Alaska	
10	Aviation	
14	Amateur	
6	International Broadcast	
	Group II	
1	Standard Broadcast	October 9, 11, 12, 13, 14, 16.
2	High Frequency (FM) Broadcast	
3	Non-commercial Educational	
4	Television	
5	Facsimile Broadcast	
7	Other broadcast services	
	Group III	
11	Police, Fire and Forestry Services	October 18, 19, 20, 21, 23.
12	Special Emergency, Provisional and Motion Picture Services	
13	Special Services (Geophysical, Relay Press)	
	Group IV	
15	Industrial, Scientific and Medical Services	October 25, 26, 27, 28, 30.
16	Relay Systems (Program and Public and Private Communications)	
17	New Radio Services	

(Continued on page 350)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

ALLOCATION OF FREQUENCIES HEARINGS

(Continued from page 349)

"Upon the completion of all this testimony, the Commission will again receive evidence from the chairmen of Panels 1 and 2 of the R.T.P.B. concerning the recommendation they have to make for overall allocation in light of the evidence adduced at the hearing. The Commission at that time will also receive evidence from any other person or group that has recommendations to make concerning overall allocation. It is estimated that this phase of the hearing will commence November 1.

"Many questions have been raised concerning the September 20 date specified in the Commission's order for the filing of exhibits. These letters indicate that in many instances it is impossible to comply with the September 20 deadline. Because of these difficulties, the Commission will receive exhibits which have not been filed by September 20. However, it is requested that five copies of these exhibits be submitted to the Commission as soon as possible. This request applies to all exhibits which it is contemplated will be used at the hearing."

WAR ADVERTISING COUNCIL REVAMPS PLANS

The War Advertising Council has issued a comprehensive statement covering changes in the major home front campaigns. The statement follows:

"An exhaustive survey to determine the changing character of home front information campaigns growing out of the swift pace of military developments has been pursued during the past few weeks by the War Advertising Council in cooperation with the Office of War Information and other government agencies.

"The study, involving basic policies of major war agencies, is not yet complete but it is already apparent that at least two important campaigns can be dropped in whole or in part, while several new information programs are rapidly coming into being.

"The Council is today advising advertisers, agencies, and media that the Food Fights for Freedom program will hereafter be confined to emphasis on the continuing need for public compliance with price ceilings and to nutritional guidance. The other phases of the overall food campaign—Victory Gardens, conservation, recruitment of volunteer farm labor—will be discontinued. Magnificent cooperation on the part of farmers, the food industry, and consumers succeeded in solving most of our critical food problems and in many instances surpluses will replace shortages. The price ceiling compliance theme has been scheduled as the Food Fights for Freedom keynote during the final quarter of 1944, and this becomes more important as inflationary pressures increase.

"The Council also suggests that advertising support of the nation-wide campaign to recruit women for jobs in war plants and in civilian industries be discontinued after December 1. According to estimates of the War Manpower Commission the recruitment problem will, by that date, no longer be one of securing large numbers of women workers for expanding war industries, but of recruiting workers for specific plants in specific areas. The number of tight labor markets in which women workers are needed will be reduced to a point where a national campaign is no longer necessary. Thus, recruiting campaigns after December 1 will be conducted only in those areas where women workers are still needed, rather than on a broad national basis.

"Typical of the important new information problems rapidly coming to the fore, in which advertising can render an important public service, is a campaign which the Council has accepted in cooperation with the Retraining and Reemployment Administration and the Office of War Information. This program will probably be directed both to men in the armed services and to civilians. The former will be advised of their rights and privileges after discharge, and will be acquainted with the job performed by the home front during their absence. The portion of the campaign directed to civilians will acquaint families of service men with the "GI Bill of Rights", and will offer guidance on how to help veterans and war casualties readjust to the problems of civilian life.

"The Council is also at work on a campaign to recruit men for the Merchant Marine Service, a serious and pressing need that will be intensified after the German collapse and that will play an important role in the prosecution of the war against Japan.

"Also under consideration is a program designed to spotlight the problems involved in our Pacific war and to emphasize the need for continued public cooperation if the final conflict is to be brought to the speediest possible conclusion.

"Special attention is called to the fact that many of the campaigns on the current Council list must continue and be intensified after the fall of Germany and throughout the war against Japan. Notable among these campaigns are war bonds, the fight against inflation, paper salvage and conservation.

"The Council gives assurance that in cooperation with OWI, it will push ahead with its investigation of home front information problems, and findings will be transmitted to advertisers, agencies and media as fast as basic policy decisions can be crystallized."

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, September 25. They are subject to change.

Monday, September 25

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—C. P., **1440 kc.**, 1 KW, unlimited, DA night.

Wednesday, September 27

Further Consolidated Hearing

NEW—Air-Waves, Incorporated, Baton Rouge, La.—C. P., **1400 kc.**, 250 watts, unlimited.

NEW—Louisiana Communications, Inc., Baton Rouge, La.—C. P., **1400 kc.**, 250 watts, unlimited.

Thursday, September 28

Before the Commission

To be held in the Departmental Auditorium located on Constitution Avenue, between 12th and 14th Streets, Northwest

In the Matter of: Allocation of frequencies to the various classes of non-governmental services in the radio spectrum from 10 kilocycles to 30,000,000 kilocycles.

Federal Communications Commission Action

APPLICATIONS GRANTED

WOL—American Broadcasting Co. (Assignor), Iowa Broadcasting Co. (Assignee), Washington, D. C.—Granted consent to voluntary assignment of license of station WOL, from American Broadcasting Co. to Iowa Broadcasting Company, for a total consideration of $38,367.41. (B1-AL-434)

WMT—Iowa Broadcasting Co. (Assignor), American Broadcasting Co. (Assignee), Cedar Rapids, Iowa—Granted consent to voluntary assignment of license of station WMT from Iowa Broadcasting Co. to American Broadcasting Company, for a consideration of $35,081.55. (B4-AL-433)

WGCM—WGCM, Inc. (Assignor), WGCM Broadcasting Co., a co-partnership composed of Hugh O. Jones, William E. Jones and James O. Jones (Assignee), Gulfport, Miss.—Granted consent to voluntary assignment of license of station WGCM from WGCM, Inc., to WGCM Broadcasting Co., a co-partnership composed of Hugh O. Jones, Wm. E. Jones and James O. Jones. (B3-AL-436)

WLAY—Joseph Wiggs Hart and Joseph Carl Russell (Transferors), Frank Mitchell Farris, Jr. (Transferee), Muscle Shoals Broadcasting Corp. (Licensee), Muscle Shoals, Ala.—Granted consent to acquisition of control of Muscle Shoals Broadcasting Corp., licensee of station WLAY, by Frank Mitchell Farris, Jr., through purchase of 666⅔ shares, or 66⅔% of capital stock of licensee for a consideration of $16,000. (B3-TC-380)

WSAI—The Crosley Corp., Cincinnati, Ohio—Granted extension of time to permit the licensee to operate its booster amplifier by remote control, waiving the requirements of Sec. 2.53 of the Rules; conditions.

WQAM—Miami Broadcasting Co., Miami, Fla.—Granted petition to reconsider and grant without hearing application for modification of license to use auxiliary transmitter during night hours of operation; application removed from hearing docket and granted.

W9XLA—KLZ Broadcasting Co., Denver, Colo.—Granted construction permit to change from experimental high frequency broadcast station to a developmental broadcast station, install a new transmitter, change power from 100 watts to 1 KW, change frequency from **25400 to 43500 kc.**, and change emission to special for frequency modulation; unlimited time. Also granted construction permit for satellite station to be used with W9XLA, using 100 watts power; special emission, unlimited time. These applications are granted subject to the conditions that the special temporary experimental authorization may be terminated by the Commission at any time without advance notice or hearing if in its discretion the need for such action arises. Nothing contained herein shall be construed as a finding by the Commission that the authority granted is or will be in the public interest beyond the express terms hereof; also subject to procedural requirements of the January 26, 1944, statement of policy.

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Granted license to cover construction permit which authorized change in frequency to **1420 kc.**, increase in power to 500 watts night, 1 KW LS, and hours of operation to unlimited (B3-L-1829). Also granted authority to determine operating power by direct measurement of antenna power. (B3-Z-1628)

WRLD—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, and Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted license to cover construction permit for new station to operate on **1490 kc.**, 250 watts, unlimited time (B3-L-1820); also granted authority to determine operating power by direct measurement of antenna power. (B3-Z-1613)

WDOD—WDOD Broadcasting Corp., Chattanooga, Tenn.—Granted authority to determine operating power by direct measurement of antenna power. (B3-Z-1616)

WPAR—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—Granted authority to determine operating power by direct measurement of antenna power. (B2-Z-1624)

Columbia Broadcasting Co., Inc., Portable-Mobile, area of Columbus, Ga.—Granted construction permit for new relay broadcast station; frequency **1622, 2058, 2150** and **2790 kc.**, 15 watts. (B3-PRY-442)

KABH—Tri-State Broadcasting System, Inc., area of Shreveport, La.—Granted voluntary assignment of license to George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, a partnership, d/b as radio station KTBS. (B3-ALRY-23)

KXA—American Radio Telephone Co., Seattle, Wash.—Granted petition insofar as it requests intervention in the hearing on the applications of Albuquerque Broadcasting Co. (KOB) in (Dockets 6584 and 6585).

Mississippi Broadcasting Co., Inc., Jackson, Miss.—Granted request for continuance of the consolidated hearing of the applications of Birney Imes, Jr., Meridian, Miss.; and petitioner's applications for new stations at Jackson and Macon, Miss. (Dockets 6596, 6658 and 6659), and continued same to October 20. Also granted motion to take depositions, waiving Sec. 1.221 of the Rules.

The Finger Lakes Broadcasting System (Gordon P. Brown, owner), Geneva, N. Y.—Granted petition to take depositions in re application for new station. (Docket 6604)

DESIGNATED FOR HEARING

KMBC—Midland Broadcasting Co., Kansas City, Mo.—Designated for hearing application for construction permit to change operating assignment from **980 kc.**, 5 KW, directional antenna night, unlimited, to **540 kc.**, 50 KW, unlimited time, and change antenna design and transmitter location. (B4-P-3629)

WSYR—Central New York Broadcasting Corp., Syracuse, N. Y.—Designated for hearing application for construction permit to make changes in daytime directional antenna (engineering issues involved). (B1-P-3640)

A. G. Beaman and T. B. Baker, Jr., a partnership, d/b as Capitol Broadcasting Co., Nashville, Tenn.—Designated for hearing application for construction permit for new station to operate on **1450 kc.**, 250 watts power, unlimited time, to be consolidated with the hearing on applications of Nashville Radio Corp. (B3-P-3034); Nashville Broadcasting Co. (B3-P-3190); Tennessee Broadcasters (B3-P-3621) and J. W. Birdwell. (B3-P-3651)

WTAD—Illinois Broadcasting Corp. (Assignor), Lee Broadcasting, Inc. (Assignee), Quincy, Ill.—Designated for hearing (Commissioner Jett dissenting), application for consent to voluntary assignment of license of station WTAD from Illinois Broadcasting Corp. to Lee Broadcasting, Inc. (B4-AL-440)

LICENSE RENEWALS

The following stations were granted renewal of licenses for the period ending November 1, 1945:

KFAC, Los Angeles; KFOX, Long Beach, Cal.; KVOR, Colorado Springs, Colo.; WATR, Waterbury, Conn.; WHBF, Rock Island, Ill.; WHLD, Niagara Falls, N. Y.; WISH, Indianapolis, Ind.; WKNE, Keene, N. H.; WNAC and auxiliary, Boston; WORC, Worcester, Mass.

WBBB—Alamance Broadcasting Co., Inc., Burlington, N. C.—Granted renewal of license for the period ending May 1, 1947.

WISN—Hearst Radio, Inc., Milwaukee, Wis.—Granted renewal of license for main and auxiliary transmitter for the period ending May 1, 1947.

KFAB—KFAB Broadcasting Co., Lincoln, Neb.—Present license further extended upon a temporary basis only, pending determination on application for renewal, for the period ending Dec. 1, 1944.

WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Present license further extended upon a temporary basis only, pending determination on application for renewal, for the period ending Dec. 1, 1944.

KFAB—KFAB Broadcasting Co., Lincoln, Neb.; WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—The special service authorization of these stations for synchronous operation from sunset at Lincoln, to 12 midnight, were further extended upon a temporary basis only for the period ending Dec. 1, 1944; conditions.

WGBF—Evansville on the Air, Inc., Evansville, Ind.—Granted renewal of license on a temporary basis only, for the period ending November 1, 1945, upon the express condition that it is subject to whatever action may be taken upon pending application for renewal.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Temporary license for station WBAX was further extended from Sept. 22 to December 22, 1944, upon consideration of petition filed by licensee.

The following relay broadcast stations were granted renewal of licenses for the period ending December 1, 1944:

WATB, Indianapolis Broadcasting, Inc.; WAID, WAUQ, WGBE and WGBH, Onondaga Radio Broadcasting Corp.

KBQA—Winona Radio Service, Area of Winona, Minn.—Granted renewal of relay broadcast station license for the period ending Feb. 1, 1945.

WBAF—L. B. Wilson, Inc., Area of Cincinnati, Ohio.—Granted renewal of relay broadcast station license for the period ending May 1, 1945.

KALO—Intermountain Broadcasting Corp., Area of Salt Lake City, Utah.—Granted renewal of relay broadcast station license for the period ending November 1, 1945.

The following stations were granted renewal of relay broadcast station licenses for the period ending May 1, 1946:

KIEO, Airfan Radio Corp., Ltd.; WALH, Piedmont Publishing Co.; KWFR, Wichita Broadcasters; WAHF, WTAR, WAHF, WTAR Radio Corp.

The following stations were granted renewal of relay broadcast licenses for the period ending November 1, 1946:

WOEG, General Electric Co.; WAEB, Southeastern Broadcasting Co., Inc.

The following stations were granted renewal of relay broadcast station licenses for the period ending May 1, 1947:

WDAJ, Tampa Times Co.; WTHB, The Tribune Co.; WDAC, State of Wisconsin; WAIX, WJHL, Inc.

DOCKET CASE ACTION

The Commission announced its Findings of Fact, Conclusion, and Order (B-199), granting the application of Joe L. Smith, Jr., licensee of Station WJLS, Beckley, West Virginia, for construction permit to change frequency from 1240 to 560 kilocycles, with 250 watts day, 100 watts night, unlimited time, subject to the condition that permittee submit proof of performance showing minimum effective field intensity of 150 mv/m for 1 kilowatt. (Docket No. 5972) Commissioner Jett dissented; Chairman Fly and Commissioner Wakefield not participating.

In its Conclusion the Commission states:

"In the instant case there are no other transmission facilities in the town or towns in the proposed service area. At present, the applicant operates on a local channel assignment, 1240 kc., and there are no station assignments on that frequency or on adjacent frequency channels which would preclude its continued operation as presently licensed. However, the proposed operation will provide a significant gain in the primary service area during daytime hours as a result of which a new service will be rendered to 110,741 persons and the service area will be increased by 1,390 square miles. With reference to whether adequate economic support is available for a Class III station, there is no question of the applicant's financial ability to carry out the proposed operation. With reference to the question of whether it would be 'practicable from an engineering point of view to establish a Class III station,' the testimony disclosed that the applicant intends to apply for an increase in power to 1 KW day, 500 watts night, when materials and equipment become available so as to operate on this frequency as a Class III station.

"From the evidence presented it appears that the interference to WFIL, intervenor, will not increase the RSS to that station and accordingly, there will be no loss of service.

"In view of all the evidence it appears that the granting of the instant application would tend toward a fair, efficient, and equitable distribution of radio service as contemplated by the Communications Act of 1934, as amended, and that public interest, convenience and necessity will be served by a grant of the instant application."

MISCELLANEOUS

Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, Marietta, Ga.—Granted motion to postpone consolidated hearing now scheduled for September 18, 1944, on applications of Chattahoochee Broadcasters (Docket No. 6647) and Marietta Broadcasting Co. (Virgil V. Evans, Owner) (Docket No. 6646) for new station at Marietta, Ga.; hearing postponed to November 17, 1944. Granted petition filed by Chattahoochee Broadcasters to accept its appearance which was due to be filed September 4, 1944, in the matter of its application, and accepted petitioner's appearance for filing.

Murray Mester and Meyer Mester—Granted motion filed by Murray Mester and Meyer Mester, transferee applicants in the matter of transfer of control of Wodaam Corporation, licensee of Station WOV, New York City, for order to take depositions. (Docket No. 6598)

Mississippi Broadcasting Co., Inc., Jackson, Miss.—Adopted order denying petition filed by Mississippi Broadcasting Co., Inc., for severance of its application for construction permit (B3-P-3642) from the consolidated hearing designated on that application, as well as its application for construction permit for new station at Macon, Miss. (B3-P-3612), and the application of Birney Imes, Jr., for construction permit for new station at Meridian, Miss. (B3-P-3588)

J. P. Fishburn, President, Times-World Corp., Licensee of Station WDBJ, Roanoke, Va.—Granted request of J. P. Fishburn, President of Times-World Corp., licensee of station WDBJ, for reconsideration and grant of application for renewal of license, which was designated for hearing under the multiple ownership rule, because of Fishburn's directorship and stock interest in the second Roanoke station, WSLS. Mr. Fishburn has now resigned his directorship in Roanoke Broadcasting Corp., WSLS.

Nashville Radio Corp., Nashville, Tenn.—Adopted order denying petition filed by Nashville Radio Corp. for withdrawal from consolidated hearing and grant of its application for construction permit for new station. (Docket No. 6108)

KMBC—Midland Broadcasting Co., Kansas City, Mo.—Adopted order denying petition for amendment of Section 2.71 of the Commission's General Rules and Regulations; petitioner requested that the Commission take steps necessary and appropriate to the end that the frequency **540 kc.,** which is not at the present time assigned for use of standard broadcast stations, be classified as a standard broadcast frequency, or that the Commission take such steps as it believes necessary or desirable in order to remove the present obstacles to the consideration of its application for construction permit for use of the frequency **540 kc.** as one within the Rules and Regulations.

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Cal.—Granted modification of construction permit which authorized move of transmitter and installation of new antenna, for extension of completion date to Oct. 15, 1944. (Action taken 9-12-44)

The following applications for new high frequency FM broadcast stations were placed in the pending files in accordance with Commission policy of Feb. 23, 1943:

Middle Georgia Broadcasting Co., Macon, Ga.; Lloyd A., Martha P., Milton A. and Grace M. Pixley, partners, d/b as The Pixleys, Columbus, Ohio; Radio Sales Corp., Seattle, Wash.;

WMLL—Evansville on the Air, Inc., Evansville, Ind.—Placed in the pending files in accordance with Commission policy adopted Feb. 23, 1943, the application for construction permit to change frequency, move transmitter and install new antenna and transmitter in FM broadcast station.

The following applications for new commercial television broadcast stations were placed in the pending files in accordance with Commission policy of February 23, 1943:

Blue Network Co., Inc., New York; Blue Network Co., Chicago; Blue Network Co., Inc., Los Angeles; Maison Blanche Co., New Orleans; United Broadcasting Co., Cleveland, Ohio; The Yankee Network, Inc., Boston, Mass.

Atlantic Broadcasting Co., Savannah, Ga.—Passed for one week motion to consolidate application of petitioner with that of WGPC. (Docket 6642)

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Granted petition for continuance of hearing in re application for construction permit (Docket 5994) now set for Sept. 25, and continued hearing to October 25, 1944.

Marietta Broadcasting Co., Virgil V. Evans, Owner, Marietta, Ga.—Denied motion for continuance of consolidated hearing now scheduled for November 17, in re application for construction permit by petitioner (Docket 6646), and application of Chattahoochee Broadcasting Co., Marietta, Ga. (Docket 6647)

Rev. Sam Morris, San Antonio, Texas.—Denied motions requesting that the Commission amend and enlarge the issues in the hearings on the renewal applications of (KGKO) KGKO Broadcasting Co., Fort Worth, (WBAP) Carter Publications, Inc., Fort Worth, and (WFAA) A. H. Belo, Dallas, and to require statements from each of the licensees concerning the operation of said stations. (Comrs. Walker and Durr voting "no")

APPLICATIONS FILED AT FCC

560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Extension of special service authorization to operate by the indirect method on **560 kc.** with power of 250 watts night and 1 KW daytime, unlimited time for the period ending 2-1-45.

1010 Kilocycles

WINS—Hearst Radio, Inc., New York, N. Y.—Modification of construction permit (B1-P-3026 as modified, which authorized increase in power, installation of new transmitter and changes in directional antenna) for extension of completion date 11-3-44 to 11-3-45.

1230 Kilocycles

WMPC—The Liberty Street Gospel Church of Lapeer, Lapeer, Mich.—Modification of license to change specified hours of operation by adding the hour 9:00 a. m. to 10:00 a. m., EST, daily except Saturday.

1240 Kilocycles

KVSO—The Ardmoreite Publishing Co., Ardmore, Okla.—Voluntary assignment of license to John F. Easley.

1330 Kilocycles

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—Modification of construction permit (B3-P-3551 which authorized move of transmitter and installation of new antenna) for extension of completion date from 9-15-44 to 10-15-44.

1390 Kilocycles

KLPM—John B. Cooley, Minot, N. Dak.—Voluntary assignment of license to John B. Cooley, Ethel H. Cooley and Carroll W. Baker, d/b as Minot Broadcasting Company.

1400 Kilocycles

WAGF—John T. Hubbard, Julian C. Smith, Fred C. Mosely and Horace Hall, d/b as Dothan Broadcasting Co., Dothan, Ala.—Modification of license to change hours of operation from daytime to unlimited with power of 250 watts day and night.

1580 Kilocycles

NEW—Fred Weber, E. A. Stephens, and William H. Talbot, d/b as Texas Broadcasters, Houston, Texas—Construction permit for a new standard broadcast station to be operated on **1560 kc.,** power of 1 KW and unlimited hours of operation. Amended to change requested frequency to **1580 kc.,** power to 500 watts night, 1 KW daytime and specify a transmitter site.

FM APPLICATIONS

NEW—Missouri Broadcasting Corp., St. Louis, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45100 kc.** with coverage of 13,200 square miles. Amended to change requested frequency to **46700 kc.**

NEW—WJAC, Inc., Johnstown, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45100 kc.** with coverage of 21,792 square miles.

NEW—Maryland Broadcasting Company, Baltimore, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.** with coverage of 2,904 square miles. Amended to change requested frequency to **44100 kc.,** coverage to 28,898 square miles, change type of transmitter, antenna and transmitter location.

NEW—Minnesota Broadcasting Corp., Minneapolis, Minn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45300 kc.** with coverage of 16,155 square miles.

TELEVISION APPLICATIONS

NEW—Columbia Broadcasting System, Inc., Chicago, Ill.—Construction permit for a new experimental television broadcast station to be operated on **460000** to **476000 kc.,** 1 KW (peak) power and A5 emission.

NEW—Columbia Broadcasting System, Inc., St. Louis, Mo.—Construction permit for a new experimental television broadcast station to be operated on **460000** to **476000 kc.,** 1 KW (peak) power and A5 emission.

NEW—Columbia Broadcasting System, Inc., Boston, Mass.—Construction permit for a new experimental television broadcast station to be operated on **460000** to **476000 kc.,** 1 KW (peak) power and A5 emission.

NEW—King Trendle Broadcasting Corp., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 (**60000-66000 kc.**), ESR 1546. Amended to change ESR to 1548.

NEW—Columbia Broadcasting System, Inc., Pasadena, Calif.—Construction permit for a new experimental television broadcast station to be operated on **460000** to **476000 kc.,** 1 KW (peak) power and unlimited hours of operation.

MISCELLANEOUS APPLICATIONS

W8XAL—The Crosley Corp., Cincinnati, Ohio—Extension of special experimental authorization to operate a 1 KW transmitter on **6080 kc.,** A0 and A1 emission for identification purposes only, to be used with all international broadcast stations licensed to The Crosley Corp., for the period ending 11-1-45.

W8XCT—The Crosley Corp., Cincinnati, Ohio—Modification of construction permit (B2-PVB-23 as modified which authorized construction of new experimental television broadcast station) for extension of completion date from 10-28-44 to 4-28-45.

NEW—John Mercer Reid, operating as Broadcasting Station CKFI, Ontario, Canada—Authority to transmit programs from International Falls, Minnesota, to station CKFI, Fort Frances, Ontario, Canada.

Federal Trade Commission Docket

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why cease and desist orders should not be issued against it.

Giljan Medicine Co., Inc., Keith Building, Cincinnati, and its officers, Henry S. Dunlap, George E. Remus and Mrs. Blanche Watson, are charged in a complaint with disseminating false advertisements concerning the therapeutic properties of a medicinal preparation they sell under the names "Giljan" and "Giljan Laxative Compound." (5216)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Bureau of Engraving, Inc., and Art Instruction, Inc., both located at 500 South Fourth Street, Minneapolis, have been ordered to cease and desist from misrepresentations with reference to correspondence courses. Bureau of Engraving, Inc., is engaged in commercial printing and engraving of advertising matter. Art Instruction, Inc., formerly called Federal Schools, Inc., conducts a correspondence school giving instructions in commercial designing, illustrating and cartooning. It is a subsidiary of and was organized by Bureau of Engraving, Inc. (4914)

Davenport Candy-crafts, 168 South Division Street, Spokane, Wash., have been ordered to cease and desist from the use of lottery methods in the sale and distribution of their products. The Commission finds that the respondents have so packed and assembled certain assortments of candy sold by them as to involve the use of games of chance or lottery schemes in their sales to ultimate purchasers. (5083)

National Committee for Education, 147 West 22nd Street, New York, selling and distributing reference books designated "Standard American Encyclopedia" and the "University of Knowledge Wonder Books," has been ordered to cease and desist from misrepresentation of the books sold by him and from other deceptive acts and practices. (4877)

Pioneer Specialty Co. and Candyland Co., 38 Crosby Ave., Brooklyn, selling and distributing candy to dealers, has been ordered to cease and desist from unfair and deceptive practices in commerce through the use of over-size containers or cartons in packing his products. (5128)

Southgate Brokerage Company, Inc., of 249 West Tazewell St., Norfolk, Va., has been ordered to cease and desist from receiving and accepting, directly or indirectly, from any seller, brokerage or commissions on its own purchases of food products and other merchandise, in violation of the Robinson-Patman Act. (4821)

NAB Reports
The National Association of Broadcasters

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 39, September 29, 1944

WAR DEPARTMENT UPHOLDS NAB PROTEST ON QUESTIONNAIRE

Immediate investigation by the War Department of NAB's protest over the circulation of a 1,008 part questionnaire (NAB REPORTS September 22) brought War Department agreement with the industry position.

The letter upholding NAB's protest reads as follows:

"In answer to your letter of 19 September regarding the questionnaires sent to radio stations by army public relations officers in the Midwest, this is to advise you that the War Department had not approved this procedure, and has since advised public relations officers that such requests are not to be made of radio stations or networks."

STATION CIRCULATION PLAN PROGRESSES

Gratifying progress is being made in perfecting the plan approved by the membership at the War Conference for the establishment of an agency to bring about a standardized method of station circulation.

Roger Clipp, WFIL, Chairman of NAB's Research Committee, with Hugh Feltis, former chairman and now Board coordinator of the movement; J. H. Ryan, President; Paul Peter, Research Director; and Lewis Avery, Director of Broadcast Advertising, met with Paul West, President, and a committee representing the Association of National Advertisers in New York on Friday (22). This representative committee of ANA enthusiastically endorsed the project and pledged its cooperation. Follow up conferences are now in progress, out of which it is expected a definite plan of organization will emerge. AAAA, through President Frederick Gamble continues to manifest deep interest and is cooperating actively. Everything points to a successful outcome.

ALLOCATION HEARINGS LAUNCHED

The allocation hearings before the Federal Communications Commission got under way yesterday (28), and will continue for several weeks. The initial appearance was made by Dr. L. P. Wheeler, Chief of the FCC Technical Information Division. Dr. Wheeler presented factual data on high frequency propagation phenomena, including the Commission's observation of bursts and sky wave transmission within the present FM and television bands.

Introducing the Radio Technical Planning Board presentations, Dr. W. G. R. Baker, RTPB Chairman, was the next witness. Dr. Baker outlined the events leading to the formation of RTPB, its organization and procedure and the division of responsibility among the various panels.

Following Dr. Baker, Howard S. Frazier, Chairman of Panel 4 (NAB Director of Engineering) presented a preliminary report for that panel. A full copy of Mr. Frazier's remarks appears elsewhere in this issue of the REPORTS.

C. M. Jansky, Jr., Chairman of Panel 5 (frequency modulation) and David Smith, Chairman of Panel 6 (television), were then heard. Each introduced as exhibits the reports of their panels, the salient points of which have been covered in previous issues of NAB REPORTS.

A new schedule for the hearings has been issued. It differs from the original notice (see NAB REPORTS page 349) in that hearings will be held on Tuesday, Wednesday, Thursday, Friday and Saturday of each week instead of Monday, Wednesday, Thursday, Friday and Saturday. Group 2 which covers standard broadcast, frequency modulation, non commercial educational, television, facsimile broadcast and other broadcast services will be reached on October 10 instead of the 9th. Witnesses in these hearings will be heard on October 10, 11, 12, 13, 14 and 17.

CORRECTION

In last week's NAB REPORTS (page 349) an item was carried regarding questionnaires. It was stated that no questionnaires that have not been cleared by the Committee on Government Questionnaires (properly designated as the Advisory Committee) were supposed to be sent from any governmental department. This was in error. The control of questionnaires emanating from any government department or agency rests with the Bureau of the Budget. We repeat our request that any station receiving a questionnaire from a governmental agency advise NAB.

ODT SALUTES RADIO

J. M. Johnson, Director of the Office of Defense Transportation, in a letter to President Ryan writes in part as follows:

"I am taking this opportunity to convey to the broadcasters of America my deep appreciation of their assistance in the Government's travel conservation program. Without the aid of the broadcasters and the associated public information media the remarkable record of war transportation in the United States would not be possible.

"Broadcasters have so fully responded to our calls for help, particularly during the past four months, that I doubt if a single radio listener anywhere in the Nation is unfamiliar with the transportation situation and the part he is expected to play."

Director Johnson points out the enormous job ahead. He observes that termination of hostilities in Europe will result in a tremendous impact on railroads caused by reversing the flow of traffic from east to west. He further

(Continued on page 356)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

ODT SALUTES RADIO

(Continued from page 355)

observes that demands for military and civilian transportation of freight will be greater than in any time in history. Passenger transportation by rail and inter-city bus continues to increase due to the high level of military movements and a rapidly increasing amount of furlough travel.

Mr. Johnson says, "I do not believe that there will be any real or lasting solution to the transportation problem—either freight or passenger—until the end of hostilities with Japan. I am, therefore, asking, through you, that the broadcasters continue, and wherever possible intensify, their efforts toward transportation conservation."

His letter ends, "Again may I express my sincere appreciation for the very real help the American broadcasters have been to us."

NAB AT NABET HEARING

John Morgan Davis, NAB General Counsel for Labor Relations, attended the National Labor Relations Board hearing in New York on Thursday (28), involving the disputed jurisdiction between NABET and AFM over platter turners in network key stations. A full report of the meeting will be carried in a subsequent issue of the REPORTS.

NAB POLITICAL PAMPHLET GETS WIDE NATIONAL DISTRIBUTION

(As released by NAB News Bureau)

"Is Your Hat in the Ring?" the National Association of Broadcasters pamphlet which tells candidates for office how best to prepare and deliver a political speech over the radio, is being placed in the hands of office seekers in all the forty-eight states.

Praised and used in quantity by the Democratic and Republican National Committees, candidates on state ballots are now being covered with the assistance of state authorities throughout the nation.

NAB sent samples of the booklet to the Secretaries of the forty-eight states, requesting the names and addresses of all candidates of all parties for state offices. Replies poured in and the NAB headquarters staff is now plowing through lists which total thousands of candidates for office.

The sixteen-page booklet urges simple language, conversational style and realization that people listen to the radio in their homes, not in a convention hall.

Proper timing of remarks, cooperation with the station, how to address the microphone, advice against clearing the throat—all are covered in the educational piece—including rules and regulations of the Federal Communications Commission.

SOUND OF LIBERTY BELL RECORDED FOR STATIONS

The sound of Liberty Bell has been recorded for V-Day. Pressings are on their way to all NAB member stations, by order of the Board of Directors, preceded by a letter describing the recording and urging the observance of dignity and solemnity in its use when victory is announced.

Acting on the suggestion of members of the industry and Sol Taishoff, Publisher of *Broadcasting* magazine, NAB undertook to provide the industry with the recording of Liberty Bell as appropriately commemorative of approaching military triumph and as a valuable addition to every transcription library.

Restricted to the use of a rubber mallet in sounding the bell, recording engineers conducted extensive experiments with the "pick-up" from Independence Hall before waxing the most revered sound in American history. The result is declared to be the best possible modern reproduction of the bell which intoned the Declaration of Independence to our forefathers.

One of the five cuts on the record is preceded by the following copy delivered by an announcer:

"Independence Hall, in the City of Philadelphia, holds America's most treasured possession—our greatest symbol of freedom—Liberty Bell. No longer in common use, as when it summoned our forefathers to meeting and rang out the glorious news of independence, Liberty Bell is now revered as a shrine. Its historic tones do not pass beyond the walls of Independence Hall.

"The miracle of radio, however, has expanded these walls as if by magic to include the whole world. Recorded for posterity and broadcast for lovers of freedom everywhere, radio now brings us the most inspiring sound in the history of our nation—as Liberty Bell again fulfills its original inscription—*'Proclaim Liberty Throughout All the Land Unto All the Inhabitants Thereof!'*"

MEMBERS REQUESTED TO SEND "RADIO'S PUBLIC SERVICE IN TIME OF WAR" TO CONGRESSMEN

We can think of no good reason why a NAB member shouldn't send a copy of Harold Ryan's speech "Rado's Public Service in Time of War" to his candidate for Congress, but there are a lot of reasons why he should. The pamphlet tells a good story well. You introduce Harold Ryan and the NAB to your present and future Congressman, which is the way it ought to be. And it serves as a vehicle for you to tell your Congressman what a vital industry Broadcasting is and how deserving it is of Legislative consideration. If you need extra copies let us know. When you write your Congressman, please make an extra copy of the letter and send it to NAB.

STATIONS URGED TO SUBMIT ENTRIES FOR PEABODY AWARDS

Athens, Ga.—The attention of station managers interested in the 1944 George Foster Peabody Radio Awards is called to the fact that they may submit their own entries in addition to those which may be suggested by local listening committees. As many as desired may be filed under the following qualifications:

1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1,000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1,000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

Entries may also be submitted by networks, radio editors of newspapers and magazines, listener groups, or any person or organization wishing to direct the attention of the Peabody Board to a special program.

Closing date for 1944 entries or recommendations, which should be sent to John E. Drewry, dean of the Henry W. Grady School of Journalism, University of Georgia, Athens, Georgia, is January 10, 1945. Entries should be sent as far in advance of deadline as possible.

Each entry should give:

1. Title of program.
2. Name of station or network.
3. Address.
4. Classification in which entry is submitted.
5. Name of person making entry.
6. Whether or not entry is accompanied by a transcription.
7. A brief description of the program, with reasons why it should be considered for an award.

The Peabody Awards are administered by the Henry W. Grady School of Journalism assisted by the National Association of Broadcasters. Mrs. Dorothy Lewis, NAB co-ordinator of listener activity, has set up an increased number of listening posts throughout the nation to make recommendations to the advisory boards.

WPB TRANSFERS AND EXTENDS MAINTENANCE REPAIR RATINGS

Provisions for securing priorities assistance in radio communication, broadcasting, commercial recording and public address systems for maintenance, repair and operating have been transferred from War Production Board Preference Rating Order P-133 to Controlled Materials Plan Regulation 5, and Direction 23 to CMP Regulation 5, WPB announced today. Simultaneously Order P-133 was revoked.

In order to insure the adequacy of our foreign communications, United States international point-to-point radio communication companies may now secure special maintenance, repair and operating assistance under CMP Regulation 5, Direction 23. International point-to-point communication companies are defined by WPB as those owning stations licensed by the Federal Communications Commission to handle international communications, including code, voice and pictorial matter, WPB Radio and Radar Division officials explained.

The special rule allowing international point-to-point radio communication carriers to use MRO preference rating AA-1 for rearranging and modifying their facilities formerly in P-133, will be continued under CMP-5 in order to enable the three or four American companies engaged in this business to move speedily to meet the overseas communications demands, especially of the Army and the Office of War Information, in providing services as new territories are occupied or liberated, WPB officials pointed out.

Specifically, Direction 23 authorizes any person engaged in commercial international point-to-point radio communication to use preference rating AA-1 and the CMP allotment symbol MRO to rearrange, modify or expand existing facilities and equipment, except buildings, either to maintain his regularly established services, or to provide whatever new or modified services may be necessary to render services by or for the United States Army, Navy or Governmental Agency, or any foreign agency. Limitations as to the cost of materials used in any one such project have been increased from $1,500 to $2,500. Prohibitions of CMP-5 against securing maintenance, repair and operating supplies for export, and the rules of Conservation Order L-41 requiring construction authorization, do not apply to activities permitted by Direction 23, it was explained.

The general requirements covering MRO assistance to all other types of radio stations, previously covered by P-133, were revised, officials said.

Under P-133, radio station was not permitted to use the MRO rating for securing new capital equipment. Interpretation No. 1 to P-133 specifically pointed out that the rating could not be used for capital replacements or additions, such as amplifiers, turntables, microphones, etc. Under CMP Regulation 5, however, stations will be able to use their MRO rating for the purchase of new equipment of this kind, whether for replacement or as additional equipment, so long as the total value of the new equipment for any one complete capital addition does not exceed $500, Radio and Radar Division officials said.

Another provision of P-133 limited stations to one new and one rebuilt spare tube per socket, whereas the new regulation does not place any specific limit on the number of such spare tubes that may be kept on hand.

Heretofore under P-133 no limit was placed on the amount of money that was expended for MRO purposes provided purchases were in strict accordance with the limits of the order. Hereafter the total amount that may be spent for MRO under CMP-5 in any calendar quarter may not exceed one-fourth of the expenditures in the whole year 1942; except that if present expenditures do not exceed $5,000 a year, the purchases do not have to be based on 1942 purchases. It was pointed out, however, that if this limitation works any hardship on a station, an appeal for increased MRO quota may be filed under CMP-5.

It was made clear that this ruling does not legalize MRO ratings that have been illegally extended in the past, but does allow the station owner considerably more freedom to acquire additional material and equipment.

FRAZIER TESTIFIES FOR PANEL 4

Appearing in his capacity as Chairman of Panel 4, RTPB, Howard S. Frazier, NAB Director of Engineering, testified as follows at the Allocation Hearings.

Introduction and Scope of Panel

In this preliminary and brief report on the work of Panel 4 of RTPB to the Federal Communications Commission I shall outline the scope of the Panel's activities, the organization of the Panel, describe the industry representation and the present status of the allocation proposals now under consideration. The scope of the Panel as defined by Dr. Baker, Chairman of RTPB, is as follows:

"The review and further development of standards with reference to broadcasting on medium frequencies."

This directive has been interpreted broadly by the Panel. We have proceeded on the basis that the Panel's primary function is the consideration of engineering matters within the present broadcast band of 1600 to 550 kilocycles, together with such supplementary services as broadcast relay pickups, studio-transmitter links, interstation program relays and ultra high frequency control of satellite transmitters. The Panel has also considered the possible use of frequencies outside the present standard broadcast band for amplitude modulated broadcast service as a possible means of improving coverage by the addition of new channels in areas not adequately served at the present time. The alleviation of existing interference conditions within the broadcast band is a subject of study within the Panel and progress has been made in this direction.

Organization of Panel and Analysis of Membership

Panel 4 now has a total membership of 80. Of this number 48 are voting members, 22 are alternates and 10 are observers, representing agencies of the United States government, the British Broadcasting Corporation and the Canadian Broadcasting Corporation. The work of the Panel is carried on through three principal committees which have been further divided into subcommittees or task groups. The three committees are Allocation, Transmitter and Receiver. The names of the committees are self-explanatory and describe the functions of each.

The Allocation Committee comprises 18 broadcast station operating engineers, 9 consulting radio engineers who practice before the Federal Communications Commission and 5 engineers representing equipment manufacturers.

The Receiver Committee includes 16 engineers representing manufacturers of broadcast receivers and 4 broadcast station operating engineers.

The work of each committee is directed by the respective chairman and vice chairman and its deliberations and actions are recorded by the committee secretary. The minutes of committee meetings are distributed to the entire Panel membership as a means of coordinating the Panel's work.

Panel and Committee Meetings

The first meeting of Panel 4 was held on January 5, 1944. At this organization meeting the three committees were formed; each held its initial meeting on the afternoon of that day. According to present progress, it should be possible to hold the second meeting of Panel 4 within the next six or eight weeks. At that time sufficient progress should have been made with the work of the committees to permit the Panel's consideration of the first overall report to the Radio Technical Planning Board.

Each of the three committees has held its second meeting. Both the Transmitter and Receiver Committees met on May 10 of this year and the Allocation Committee met on July 11. Considerable progress was made by all committees at their second meetings and action was taken on many of the agenda items. It is the recommendations of these committees that will be presented to the Federal Communications Commission during the present hearings.

On September 15 a letter was addressed to the entire Panel membership setting forth the committee's allocation proposals to be submitted to the Commission on behalf of Panel 4. I shall quote the last paragraph of this letter.

> "All the panel members are requested to review this presentation to the Federal Communications Commission and advise the undersigned immediately as to any allocation proposals which do not meet with their approval."

So far, I have received only one communication from the membership as a result of this letter. This communication requests relay pickup frequencies in addition to those I will transmit to the Commission on behalf of the Panel. Therefore, we can assume that there is substantial agreement within the Panel to the allocation proposals to be submitted during the course of these hearings.

Main Allocation Objectives

The main allocation objectives of the Panel have been to find a means of improving rural coverage and the alleviation of existing interference conditions to broadcast stations. Two of the Panel's proposed recommendations deal directly with these problems. The first is the proposal to extend the lower end of the broadcast band to 520 kilocycles; the second is the recommendation to increase the field intensity of existing stations in populous areas, now suffering from interference, or not receiving sufficient signal from the present transmitters, through the use of unattended satellite stations operating as synchronous transmitters on the presently assigned frequency. The use of satellite transmitters in itself is not revolutionary or new but the Panel proposes that these satellites be connected to the main transmitter through ultra high and super high frequency channels. It is believed this method of connecting the satellite transmitter will overcome many of the technical and economic factors which have discouraged the use of satellites in the past.

Presentation of Exhibit "Tentative Allocation Recommendations of Panel 4 on Standard Broadcasting Including Supplementary Services".

In order that the Commission may have an indication of the probable overall spectrum needs of Panel 4, I am submitting at this time an exhibit identified by RTPB Document No. P4-480-A. This is an exact copy of the allocation proposals distributed by mail to the membership of Panel 4 on September 15, 1944. Attention is directed to the footnotes on the second page of the exhibit which are self-explanatory. All of the frequency assignments set forth in this exhibit have been approved by at least one of the Panel 4 committees, with the exception of the first. That is the proposal to use the frequencies 200 to 400 kc for rural broadcast service. The Allocation Committee has not yet received all reports on this topic and has not taken formal action, other than to place this item on the committee's agenda. It is proposed to discuss further each of these allocation proposals sketching the committee background of each when standard broadcasting is again considered by the Commission on October 10.

General

It seems appropriate at this time to mention other topics considered by Panel 4. All are not directly related to allocation problems, but it is believed the listing of these studies will provide a better concept of the background upon which our allocation proposals will be based.

Some of the studies, of sufficient importance to warrant mention now, are the following:

Consideration of average sky wave curves; review of the FCC Standards of Good Engineering Practice; the use of directional antennas by local channel stations; methods of measuring directional antenna power; the use of half wave antennas by local stations; possible improvements in broadcast antenna design; the use of sub-audible frequencies for signaling and other purposes; static neutralizers; the reduction of receiver radiation; and the possible use of frequencies in the band between 3 and 17 megacycles for rural broadcast service.

DOROTHY LEWIS, NAB COORDINATOR OF LISTENER ACTIVITY, TAKES FALL TOUR

(As released by NAB News Bureau)

"Radio and Public Service," "Radio, the 4th R," "Radio Pattern for Children's Programs," "Radio's Unlimited Horizons," are some of the subjects that Dorothy Lewis, Coordinator of Listener Activity of the National Association of Broadcasters, will discuss on her fall tour of seventeen western and northwestern states. She will meet representatives of local organizations and educational groups for Radio Conferences in the following key cities to gain their reactions to radio programming and the coming postwar role. . . . Syracuse, Utica, Chicago, Omaha, Salt Lake City, Los Angeles, Fresno, San Francisco, Sacramento, Reno, Portland, Seattle, Spokane, Missoula, Bismarck, Fargo, Minneapolis, St. Paul, Duluth, St. Cloud, Albert Lea, Cedar Rapids, Iowa City, Des Moines, Kansas City, Columbia, Mo., St. Louis, Nashville and Cincinnati. Addresses will be made at several state conventions. At colleges and schools, students will join in round-table discussions. Numerous conferences will be held with officers and members of the Association of Women Directors, an organization of 700 women broadcasters.

Mrs. Lewis is a pioneer in the field of listener cooperation and has travelled 125,000 miles in the interest of radio's important place in our democracy. She has assisted in the work of many Radio Councils. These civic bodies bring the wishes of the listeners to the broadcasters and develop areas for closer cooperation in the fields of education, children's programs and public service.

As a member of many national organizations and officer of several, and with a background of rich radio experience, she brings a wealth of material to these conferences. Her study, recently published, "Radio and Public Service," is receiving wide acclaim. She is aiding the war effort in many strategic fields. Among 200 women leaders, she attended the White House Conference last June.

A busy executive, she does not let her work interfere with her devotion to her family, particularly a new grandson. Music and their farm, Echo Corner, Kinderhook, N. Y., are some of her hobbies. This summer, it was the scene of much activity when Mrs. Lewis canned 300 jars of food from the 1944 Victory Garden. Although her trip brings her home Thanksgiving morning, her dinner is all planned in advance and she will take off her hat and put the turkey in the oven.

Dorothy Lewis Itinerary

Oct. 1—Syracuse, N. Y.
2—Utica, N. Y.
4—Omaha, Neb.
6—Salt Lake City, Utah
11—Los Angeles, Calif.
24—Fresno, Calif.
25—San Francisco, Calif.
26—Reno, Nevada
27—Sacramento, Calif.
29—Portland, Oregon
31—Seattle, Washington
Nov. 2—Spokane, Wash.
3—Missoula, Mont.
6—Fargo, N. Dak.
7—Minneapolis, Minn.
Nov. 8—Duluth, Minn.
9—St. Cloud, Minn.
10—St. Paul, Minn.
11—Minneapolis, Minn.
12—Albert Lea, Minn.
Minneapolis, Minn.
13—Des Moines, Iowa
14—Cedar Rapids, Iowa
15—Iowa City, Iowa
16—Kansas City, Mo.
17—Columbia, Mo.
20—St. Cloud, Mo.
21—Nashville, Tenn.
22—Cincinnati, Ohio
23—New York, N. Y.

FORMATION OF NEW YORK RADIO COUNCIL ANNOUNCED

The organization of the New York Radio Council, composed of representatives of women's organizations, patriotic, civic, fraternal and educational groups in New York City, radio stations, and the school system, was announced by Mrs. Harold V. Milligan, President of the National Council of Women, and Chairman Pro-Tem., following the first meeting of the Radio Council at Midston House, Tuesday afternoon, September 26.

"While there are now some forty radio councils in other cities," said Mrs. Milligan, "this is the first time that the movement to bring radio and the listening public into closer contact has been attempted in New York."

The representatives of the organizations and the radio stations, who were present, agreed that the purposes of the Council should be:

To interpret the problems of the radio industry to the public and to bring the wishes of the listeners to the broadcasters.

To provide a meeting ground for the industry, lay participants in radio and the listening public in the promotion of American Radio in its democratic process.

To promote civic interests more effectively by developing closer cooperation between local organizations and the radio stations.

To develop and maintain highest individual standards of radio appreciation. Among the organizations represented were:

Association of University Women
National Council of Women
National Council of Y. M. C. A.
National Girl Scouts
New York Federation of Women's Clubs
National Boy Scouts
New York State D. A. R.
Camp Fire Girls
National Y. W. C. A.
Radio Directors Guild
J. Walter Thompson
Women's Action Committee
New York Federation of Churches
Yonkers Teachers Radio Committee
New York Public Library
New York City School Teachers
New York Federation of Music Clubs

Station managers and representatives from radio stations:

WJZ, WEAF, WABC, WOR, WQXR, WMCA, WNYC, WHN, WLIB, WINS, WHOM also hailed the Radio Council project as a valuable development.

The first project of the newly-formed Radio Council will be to enlist the participation of every eligible organization and institution in the city. Also contemplated as future activities are: radio clinics, evaluation of established radio programs in all categories, and study of the extent to which radio is now being utilized in the public and private schools of New York City.

KTSW TRIES CONDENSED RECORDING OF FOOTBALL GAMES

Blocked out of the early evening Friday night time for local highschool football broadcasts, KTSW records the games with a cue system which embraces only the actual play and the bare essentials of the opening, quarter and halftime periods. Time-outs are limited to twenty seconds regardless of their actual length on the field.

This method permits the broadcast of the games by transcription in the later hours of the evening without running past midnight. The condensed account of each game runs approximately one hour and fifteen minutes.

$500 WAR BOND FIRST PRIZE IN CONTEST TO NAME PROGRAM UNIT

Kansas City, Mo.—In quest of a title with both promotional value and national appeal for a new musical unit and library, Arthur B. Church Productions of Kansas City offers $1000 in war bonds, in a contest closing October 31, 1944, and limited to those connected with advertising, radio, or musical entertainment. First prize is a $500 bond, with twenty additional prizes of $25 for runners-up.

Title is to be used for another Arthur B. Church unit, the "Midland Minstrels", whose library of 300 selections will be offered nationally under a new name. A sample recording of the Minstrels, illustrating the actual program for which the title is sought, is available upon request to anyone entering the competition.

In announcing the contest, Arthur B. Church, president of the Midland Broadcasting Company, operating Station KMBC, points out that the library is neither western nor hillbilly in character, but will be made up of instrumental and vocal novelties by the Minstrels, with Bonnie King as vocalist. Bonnie King, a KMBC discovery, who made wide reputation with Bob Crosby's orchestra, and on Decca records with Crosby, is best known as having the sex appeal voice.

Usual contest rules prevail, with the twenty-one winning titles becoming the property of Arthur B. Church Productions. Entries must be postmarked before midnight, October 31, and should be mailed to Arthur B. Church Productions, Hotel Pickwick, Kansas City 6, Mo. Any number of entries may be made by a contestant. Winners will be announced in November.

ASCAP ADDS FOREIGN CATALOG

James E. Markham, Alien Property Custodian, announced that his office has granted to the American Association of Composers, Authors and Publishers (ASCAP) rights for the exploitation and dissemination of certain French symphonic and concert works.

The music affected by the agreement, Mr. Markham explained, is that on which the Société des Auteurs, Compositeurs et Editeurs de Music, popularly known as SACEM, held copyright interests in the United States. The Custodian previously vested the interests of SACEM, whose membership embraces nearly all French composers, including Ravel, Debussy, Dukas, Milhaud, Charpentier and Saint-Saëns.

The Custodian also said that Adolph Vogel, a recognized authority on French music and an official of Elkan-Vogel Company, of Philadelphia, which previously controlled the SACEM music in this country, will be associated with ASCAP in licensing the French compositions.

Mr. Markham said that it is expected that the APC-ASCAP agreement will result in a more extensive use of symphonic music by American orchestras and the new contract will yield greater royalties for the French composers.

CORRECTION

NAB Reports of September 15 carried an item about the Nunn stations which did not list them all. Here is the way it should read:

The Nunn Stations, WLAP, Lexington, Ky., WBIR, Knoxville, Tenn., WCMI, Ashland, Ky., and KFDA, Amarillo, Texas, have just sent out new brochures which contain essential market data on their respective territories. The brochures are of the loose-leaf style so that current data may be added periodically.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, October 2. They are subject to change.

Monday, October 2

Consolidated Hearing

NEW—Durham Broadcasting Co., Inc., Durham, N. C.—C. P., **1580 kc.**, 250 watts, unlimited.

NEW—Harold H. Thoms, Durham, N. C.—C. P., **1580 kc.**, 1 KW, unlimited.

Tuesday, October 3

WKBZ—Ashbacker Radio Corporation, Muskegon, Mich.—C. P. to change frequency from **1490 kc.** to **1230 kc.**, 250 watts, unlimited.

Thursday, October 5

WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Renewal of license, **580 kc.**, 5 KW, unlimited time, DA night.

Friday, October 6

WNLC—Thames Broadcasting Corp., New London, Conn.—C. P. to change frequency from **1490 kc.** to **1240 kc.**, 250 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

WSBC—Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman, d/b as Radio Station WSBC (assignors), Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller, co-partners, d/b as Radio Station WSBC (assignees), Chicago, Ill.—Granted consent to voluntary assignment of license of Station WSBC from Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman, to Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller, co-partners for a consideration of $100,000. (B4-AL-410)

WAIR—C. G. Hill, George D. Walker, Susan H. Walker (assignors), C. G. Hill and George D. Walker, d/b as WAIR Broadcasting Co. (assignee), Winston-Salem, N. C.—Granted consent to voluntary assignment of license of Station WAIR, from C. G. Hill, George D. Walker and Susan H. Walker, to C. G. Hill and George D. Walker, d/b as WAIR Broadcasting Co. (B3-AL-439)

WWDC—Capital Broadcasting Co., Washington, D. C.—Granted extension of authority for waiver of Sections 2.53 and 13.61 of the Commission's Rules so as to permit operation of synchronous amplifier of Station WWDC by remote control from the main transmitter location, for the period ending December 1, 1944, upon the same terms and conditions as the existing authorization for such operation.

Philco Radio and Television Corp., Portable-Metropolitan area of New York City—Granted construction permit for new experimental television relay broadcast station to operate on Channels 11 and 12 (**204,000** to **216,000 kc.**, exp. clause), power 15 watts; to be used in connection with research and programming of commercial television Station WPTZ and in transmission of programs via radio link circuits from Philadelphia to New York, New York to Philadelphia and/or other cities. (B1-PVB-102)

HEARINGS DESIGNATED

Herman Anderson and Robert Franklin, Tulare, Calif.—Designated for hearing application for construction permit for a new standard broadcast station to operate on **1240 kc.**, 250 watts, unlimited time. (B5-P-3607)

WMOH—The Fort Hamilton Broadcasting Co., Hamilton, Ohio—Granted license to cover construction permit which authorized a new station to operate on **1450 kc.**, 250 watts, unlimited time (B2-L-1826). Also authority to determine operating power by direct measurement of antenna power. (B2-Z-1623)

WHBC—The Ohio Broadcasting Co., Canton, Ohio—Granted license to cover construction permit which authorized change of frequency to **1480 kc.**, increase in power to 1 KW, changes in equipment and installation of DA for night use (B2-L-1828). Also authority to determine operating power by direct measurement of antenna power. (B2-Z-1627)

WAPO—WAPO Broadcasting Service, Chattanooga, Tenn.—Granted authority to make changes in automatic frequency control equipment. (B3-F-257)

WSCC—Savannah Broadcasting Co., Savannah, Ga.—Granted modification of construction permit for new relay broadcast station, for extension of completion date to 1-5-45. (B3-MPRE-89)

W9XG—Purdue University, West Lafayette, Ind.—Granted modification of construction permit for experimental television broadcast station, authorizing changes in equipment, frequencies, decrease in power and addition of aural channel using special emission for FM, for extension of completion date to 9-24-45, upon express condition that it is subject to change or cancellation by the Commission at any time without advance notice or hearing, if in its discretion the need for such action arises. Nothing contained herein shall be construed as a finding by the Commission that the operation of this station upon the frequencies authorized is or will be in the public interest beyond the express terms hereof. (B4-MPVB-113)

LICENSE RENEWALS

The following stations were granted renewal of licenses for the period ending November 1, 1945:

KDYL and auxiliary, Salt Lake City; KIT, Yakima, Wash.; KLS, Oakland, Cal.; KMO, Tacoma, Wash.; KMO, Auxiliary; KOIL, Omaha, Neb.; WSPR, Springfield, Mass.; WPDQ, Jacksonville, Fla.; KGGM, Albuquerque, N. Mex.; KGLO, Mason City, Iowa; KUOA, Siloam Springs, Ark.; WDSU, New Orleans; WHIO, Dayton, Ohio; WHKY, Hickory, N. C.; WIBA, Madison, Wis.; WJHP, Jacksonville, Fla.; WKAT and auxiliary, Miami Beach, Fla.; KFGQ, Boone, Iowa; WADC, Tallmadge, Ohio; WHBI, Newark, N. J.; WTCN, Minneapolis; WFBR auxiliary, Baltimore, Md.

Licenses for the following stations were extended upon a temporary basis only, pending determination upon application for renewal, for the period ending December 1, 1944:

KFBB, Great Falls, Mont.; KFJZ and auxiliary, Fort Worth; KGCU, Mandan, No. Dak.; KGHF, Pueblo, Colo.; KGVO, Missoula, Mont.; KID, Idaho Falls, Idaho; KOL, Seattle; KRGV, Weslaco, Texas; KRIS, Corpus Christi; KRNT, Des Moines; KSCJ and auxiliary, Sioux City, Ia.; KSRO, Santa Rosa, Cal.; KTFI, Twin Falls, Idaho; KXYZ and auxiliary, Houston, Texas; KYA, San Francisco; WDOD, Chattanooga; WDRC, Hartford, Conn.; WDSU Auxiliary, New Orleans; WEBC and auxiliary, New Orleans; WFBC, Greenville, S. C.; WFIN, Findlay, Ohio; WFVA, Fredericksburg, Va.; WHAZ, Troy, N. Y.; WHBL, Sheboygan, Wis.; WJAS, Pittsburgh, Pa.; WOV and auxiliary, New York; WJDX, Jackson, Miss.; WLOL, Minneapolis; WMRO, Aurora, Ill.; WNBF, Binghamton, N. Y.; WNBZ, Saranac Lake, N. Y.; WNEL, San Juan, P. R.; WOL and auxiliary, Washington, D. C.; WOOD Auxiliary, Grand Rapids, Mich.; WORK, York, Pa.; WRR and auxiliary, Dallas, Texas; WSAI and amplifier, Cincinnati; WSMB, New Orleans; WTAQ, Green Bay, Wis.; WTOC, Savannah, Ga.; WXYZ and auxiliary, Detroit.

Licenses for the following stations were further extended upon a temporary basis, pending determination upon application for renewal, for the period ending December 1, 1944:

KDAL, Duluth; KOIN, Portland, Ore.; KSWO, Lawton, Okla.; KTSA, San Antonio; WAAF, Chicago; WAAT and auxiliary, Newark, N. J.; WAYS, Charlotte, N. C.; WCAE and auxiliary, Pittsburgh, Pa.; WCAX, Burlington, Vt.; WCOP, Boston; WIBG, Philadelphia; WKPA, New Kensington, Pa.; WMT, Cedar Rapids, Iowa; WNEW and auxiliary, New York City; WPAT, Paterson, N. J.; WPEN and auxiliary, Philadelphia; WPRA, Mayaguez, P. R.; WWDC main and amplifier, Washington, D. C.

The following stations were granted renewal of licenses for the period ending May 1, 1947:

WRNL and auxiliary, Richmond, Va.; KPAC, Port Arthur, Texas.

KWKH—International Broadcasting Corp., Shreveport, La.—Granted renewal of license for the period ending May 1, 1945.

WOWO—Westinghouse Radio Stations, Inc., Fort Wayne, Ind.—Present license further extended upon a temporary basis only, for the period ending December 1, 1944, pending determination upon licensee's application for consent to assignment of the license of its station WGL, Fort Wayne, to Farnsworth Television and Radio Corp.

KYA—Palo Alto Radio Station, Inc., San Francisco, Cal.—Extended on a temporary basis only for the period ending December 1, 1944, pending action on application B5-SSA-114, the special service authorization to permit broadcasting, as a public service and without charge, of information to longshoremen in accordance with the request of the Pacific Coast Maritime Industry Board.

WILM—Delaware Broadcasting Co., Wilmington, Del.—Present license was further extended upon a temporary basis only for the period ending December 1, 1944, pending determination upon applicant's application for consent to transfer control of its station WILM from J. Hale Steinman and John F. Steinman to Alfred G. Hill.

WDEL—WDEL, Inc., Wilmington, Del.—Present license extended upon a temporary basis only, pending determination upon the application of Delaware Broadcasting Co. (WILM) to transfer control of station from J. Hale Steinman and John F. Steinman to Alfred G. Hill.

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mexico—Granted extension of license on a temporary basis through April 30, 1945, pending final determination on applications in Dockets 6582 and 6585. Also extended for same period of time the special service authorization to operate on 770 kc., 25 KW, 50 KW LS, unlimited time, using transmitter under construction permit B5-P-2783 as modified.

WBT—Columbia Broadcasting System, Charlotte, N. C.—Granted extension of license for a period of three months from October 1, 1944.

The following relay broadcast stations' licenses were extended upon a temporary basis only, pending receipt and/or determination upon renewal applications for the period ending December 1, 1944:

WOEB, Agricultural Broadcasting Co.; KBSF, KEHV, KEJU, KETV, KRSA, KSFQ, The Associated Broadcasters, Inc.; KFAA, A. H. Belo Corp.; KNED, Carter Publications, Inc.; WADA, Charleston Broadcasting Co.; WAAU, WCBE, WCBG, Columbia Broadcasting System, Inc.; WBLR, Columbus Broadcasting Co., Inc.; WAUT, Evansville On the Air, Inc.; WENM, The Evening News Association; KIEL, Fisher's Blend Station, Inc.; WQER, Ga. School of Technology; WBGL, Head of the Lakes Broadcasting Co.; WJWA, Birney Imes, Jr.; WAFK, A. Frank Katzentine; KIIH, KFAB Broadcasting Co.; KAXY, KEJR, KGKO Broadcasting Co.; WAXJ, Lamar Life Ins. Co.; WLOY, Loyola Univ.; KABF, McClatchy Broadcasting Co.; KABG, Ben S. McGlashan; WABG, Memphis Publishing Co.; WFME, Monocacy Broadcasting Co.; WAOE, Martin R. O'Brien; KBTA, Red River Broadcasting Co., Inc.; KRED, Redwood Broadcasting Co., Inc.; WAHM, Richmond Radio Corp.; WAXH, Savannah Broadcasting Co.; KIEF, KIEG, Seattle Broadcasting Co.; WATS, Allen T. Simmons; KAAD, Tarrant Broadcasting Co.; KABH, Tri-State Broadcasting System, Inc.; WBGM, WHER, Westinghouse Radio Stations, Inc.; KAXB, WKY Radiophone Co.; WTNK, WOAX, Inc.; WAUB, WSIX, Inc.; WSMA, WSMC, WSMB, Inc.; KBTB, Red River Broadcasting Co., Inc.; KAZA, WKY Radiophone Co.

Renewal of licenses for the following relay broadcast stations were granted for the period ending November 1, 1945:

KABJ, KAQV, KAQW, KAQX, Central States Broadcasting Co.; WMVB, Miami Valley Broadcasting Corp.; WAFY, WAFZ, Minn. Broadcasting Corp.; KADB, KBLE, KIFO, Nichols and Warinner, Inc.; WIPL, WIPM, WNEI, WFBM, Inc.

Renewals for the following relay broadcast stations were granted for the period ending May 1, 1946:

KNEB, KNEC, Puget Sound Broadcasting Co., Inc.; KEHC, Topeka Broadcasting Association, Inc.

KTRG—KTRH Broadcasting Co.—Granted renewal of relay broadcast station license for the period ending Nov. 1, 1946.

WMWA—WOKO, Inc.—Extended further upon a temporary basis only, pending determination upon application for renewal, the application for relay broadcast station, for the period ending December 1, 1944.

WRDN—Great Trails Broadcasting Corp.—Granted renewal of relay broadcast station license for the period ending March 15, 1945.

KILB—International Broadcasting Corp.—Granted renewal of relay broadcast station license for the period ending May 1, 1945.

WBGN—The Champaign News-Gazette, Inc.—Granted renewal of relay broadcast station license for the period ending November 1.

MISCELLANEOUS

WFLA—The Tribune Co., Tampa, Fla.—Granted modification of construction permit for extension of completion date from 9-15-44 to 10-15-44, subject to condition that permittee submit measurements showing a minimum effective field intensity of 175 mv/m for 1 KW in lieu of meeting the minimum antenna height requirements of the Standards.

KPAS—Pacific Coast Broadcasting Co., Pasadena, Cal.—Granted petition for postponement of hearing on renewal applications of KPAS and KFVD, and postponed same from September 21 to November 20.

Mississippi Broadcasting Co., Inc., Jackson, Miss.—Adopted Decision and Order denying petition filed by Mississippi Broadcasting Co., Inc., for reconsideration of the action of the Commission August 22, 1944, granting without hearing the application of P. K. Ewing, Jr., and F. C. Ewing, a partnership, d/b as Ewing Broadcasting Co. for construction permit for a new standard broadcast station at Jackson, Miss.

Rev. Sam Morris, San Antonio, Texas—Adopted Order denying petition filed by Rev. Sam Morris, for reconsideration and rehearing of the order of the Commission dated September 19, 1944, denying his motions to amend and enlarge the issues in the hearings on KGKO, WBAP and WFAA renewal of licenses, and to require the above licensees to file statements concerning the operation of their stations.

The following applications for construction permits for *high frequency (FM)* broadcast stations were placed in the pending files in accordance with the Commission's policy adopted February 23, 1943:

Farnsworth Television & Radio Corp., Fort Wayne, Ind.; Fidelity Broadcasting Corp., Boston; Grenco, Inc., Greenwood, S. C.; Hampton Roads Broadcasting Corp., Newport News, Va.; The Sun Publishing Co., Inc., Jackson, Tenn.

News Syndicate Co., Inc., New York, N. Y.—Application for commercial television construction permit placed in pending file in accordance with Commission policy of February 23, 1943.

J. W. Birdwell, Nashville, Tenn.—Application for commercial television construction permit placed in pending file in accordance with Commission policy of February 23, 1943.

The Trustees of Purdue Univ., W. Lafayette, Ind.—Placed in the pending file application for new noncommercial educational broadcast station.

City of San Bernardino High School Dist., San Bernardino, Cal.—Placed in the pending file application for new noncommercial educational broadcast station.

W. Va. Radio Corp., Morgantown, W. Va.—Retained in pending file application for construction permit for new FM broadcast station. (B2-PH-371)

APPLICATIONS FILED AT FCC

580 Kilocycles

KFXD—Frank E. Hurt, Nampa, Idaho—Construction permit to change frequency from **1230 kc.** to **580 kc.,** power from 250 watts to 1 KW, changes in equipment, directional antenna and move transmitter to near Meridian, Idaho, and studio to Boise, Idaho. Amended to change name of applicant to Frank E. Hurt & Son, a partnership composed of Frank E. Hurt and Edward P. Hurt.

600 Kilocycles

WCAO—The Monumental Radio Co., Baltimore, Md.—License to cover construction permit (B1-P-3630) which authorized move of formerly licensed RCA 1 KW transmitter to be used as an auxiliary with power of 1 KW using directional antenna.

740 Kilocycles

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Construction permit to increase power from 5 KW to 50 KW on **740 kc.,** install new transmitter, change in directional antenna for day and night use.

880 Kilocycles

NEW—The Eagle-Gazette Co., Lancaster, Ohio—Construction permit for a new standard broadcast station to be operated on **880 kc.,** power of 1 KW and daytime hours of operation.

890 Kilocycles

NEW—Henderson Radio Corp., Henderson, N. C.—Construction permit for a new standard broadcast station to be operated on **890 kc.,** power of 250 watts and daytime hours of operation. Amended re changes in antenna.

910 Kilocycles

NEW—Abrelia S. Hinckley, George C. Hatch and Wilda Gene Hatch, a partnership, d/b as Salt Lake City Broadcasting Co., Salt Lake City, Utah—Construction permit for a new standard broadcast station to be operated on **910 kc.,** power of 1 KW and unlimited hours of operation using directional antenna day and night.

1110 Kilocycles

WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—Construction permit to install directional antenna for night use.

1240 Kilocycles

NEW—Roy F. Thompson, tr/as Thompson Broadcasting Co., Altoona, Penna.—Construction permit for a new standard broadcast station to be operated on **1240 kc.,** power of 250 watts and unlimited hours of operation.

1270 Kilocycles

NEW—Walter Adams Graham, Decatur, Ga.—Construction permit for a new standard broadcast station to be operated on **1270 kc.,** power of 250 watts and daytime hours of operation.

1280 Kilocycles

KFOX—Nichols & Warinner, Inc., Long Beach, Calif.—Extension of special service authorization to permit broadcasting information to longshoremen at 3:40 p. m. and 7:30 p. m. daily except Sunday, as a public service and without charge for the period ending 11-1-45.

1340 Kilocycles

KROS—Clinton Broadcasting Corp., Clinton, Iowa—Transfer of control of licensee corporation from Peter Matzen to W. S. Jacobsen—55 shares common stock.

1400 Kilocycles

WLLH—Merrimac Broadcasting Co., Inc., Lawrence, Mass.—License to cover construction permit (B1-P-3603) for synchronous amplifier for changes in transmitting equipment and increase in power.

WLLH—Merrimac Broadcasting Co., Inc., Lawrence, Mass.—Authority to determine operating power of synchronous amplifier by direct measurement of antenna power.

KRKO—The Everett Broadcasting Co., Inc., Everett, Wash.—Construction permit to move transmitter and studio and install new antenna and ground system.

1470 Kilocycles

WMBD—Peoria Broadcasting Co., Peoria, Ill.—Transfer of control of licensee corporation from H. D. Morgan to Carl P. Slane, Frances P. Slane and Elizabeth P. Talbott—51%.

1490 Kilocycles

NEW—Telegram Publishing Co., Salt Lake City, Utah—Construction permit for a new standard broadcast station to be operated on **1490 kc.,** power of 250 watts and unlimited hours of operation.

NEW—Jonas Weiland, Petersburg, Va.—Construction permit for a new standard broadcast station to be operated on **1490 kc.,** power of 100 watts and unlimited hours of operation.

1600 Kilocycles

NEW—Herbert W. Brown and David A. Brown, d/b as Central Valley Radio, Lodi, Calif.—Construction permit for a new standard broadcast station to be operated on **1600 kc.,** power of 250 watts and unlimited hours of operation.

NEW—United Broadcasting Co., Inc., Montgomery, Ala.—Construction permit for a new standard broadcast station to be operated on **1600 kc.,** power of 1 KW and unlimited hours of operation.

FM APPLICATIONS

NEW—WAGE, Inc., Syracuse, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45500 kc.** with coverage of 7,780 square miles.

NEW—Providence Journal Co., Providence, R. I.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46900 kc.** with coverage of 6,767 square miles.

NEW—The Times-Mirror Company, Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43300 kc.** with coverage of 15,857 square miles.

TELEVISION APPLICATION

NEW—Intermountain Broadcasting Corp., Salt Lake City, Utah—Construction permit for a new experimental television station to be operated on Channel #1 (**50000-56000 kc.,** A5 and special emission. Amended to also request Channel #17 (**282000-288000 kc.**) with power of 50 watts (200 peak) for visual and 100 watts for aural.

MISCELLANEOUS APPLICATIONS

W9XJC—The Journal Company (The Milwaukee Journal), Milwaukee, Wis.—License to cover construction permit (B4-PEX-40) for a new developmental broadcast station.

KGGF—Hugh J. Powell, Coffeyville, Kans.—Modification of construction permit (B4-P-3519 as modified, which authorized installation of new transmitter) for extension of completion date from 10-22-44 to 1-22-45.

NEW—School District of Kansas City, Mo., Kansas City, Mo.—Construction permit for a new noncommercial educational broadcast station to be operated on **42500 kc.,** power of 1 KW and special emission for FM.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Agawam Woolen Co., Inc., Agawam, Mass., where its mill and principal offices are located, is charged in a complaint with violation of the Wool Products Labeling Act. (5218)

Eden Company, Station Y, Box 12, Brooklyn, selling and distributing a vitamin preparation designated "Eden Perles," is charged in a complaint with misrepresentation. (5220)

Frelich, Inc., and Daresh Garment Co., Inc., both of 808 Washington Ave., St. Louis, each manufacturing garments from fabrics composed of rayon and also from fabrics composed of rayon and other fibers, are charged in complaints with misrepresentation. (5223)

Rembrandt Studio and Goldcraft Portrait Studio, Dorothy T. Petrey, his wife, and Nicola Brozilla, all of 708 13th Street, N. W., Washington, D. C.; Theodore Rosenberg, also known as Ted Rose, and Ben Scheffman, 806 Donnally Street, and B. B. Bishop, 223⅓ Capitol Street, both of Charleston, West Va., are charged in a complaint with misrepresentation. (5222)

B. F. Shriver Company, Westminster, Md., packing, canning and selling canned vegetable products and operating plants at Westminster and New Windsor, Md., and Littlestown, Pa., is charged in a complaint with violation of the brokerage section of the Robinson-Patman Act. (5217)

Stewart-Warner Corporation, Chicago, engaged in processing many products under the name of "Alemite," including lubricating oils, is charged in a complaint with misrepresentation. (5219)

Sunway Vitamin Company, 154 East Erie St., Chicago, selling and distributing a medicinal preparation containing various components of the Vitamin B Complex, designated "Sunway Vitamin Capsules," are charged in a complaint with misrepresentation and false advertising. (5224)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Atlantic Commercial Agency, Inc., Gerald H. Strickland, G. Russell Walsh and S. Mortimer Hirshorn, all of 101 North Third St., Camden, N. J., and Dorothy Boyden, connected with a secretarial service at 6 North Michigan Ave., Chicago, have been ordered to cease and desist from the use of unfair and deceptive acts and practices in connection with the operation of a collection agency. (5100)

Bradley Boston, Inc.—A modified order directed against misuse of the word "free" to designate or describe merchandise has been issued against Bradley Boston, Inc., Newton, Mass., National Watch Co., Waltham, Mass., and Peter Turchon, an officer of both corporations. The respondents trade as Gold Standard Watch Co. and are engaged in the sale of jewelry and watches. The original order was entered December 22, 1938. (3461)

Cravat-Silks, Inc., 180 Madison Ave., New York, selling and distributing various types of fabrics used in the manufacture of men's neckties, has been ordered to cease and desist from misrepresentation of its product and from violations of the provisions of the Federal Trade Commission Act and the Wool Products Labeling Act. (5022)

Consolidated Silver Company of America, Detroit, was ordered to discontinue misleading representations in the sale of a promotion plan for the sale of merchandise, including silverware. (3789)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

E. T. Browne Drug Co., Inc., 127 Water St., New York, selling and distributing a cosmetic designated "Palmer's Skin Success Whitening Cream" represented as making dark skin lighter, and Cole and Company, an advertising agency, Sterick Building, Memphis, Tenn., which prepared and disseminated advertisements for the preparation, have entered into a stipulation in which they agree to cease and desist disseminating any advertisement which fails to reveal that the preparation should not be applied to an area of the skin larger than the face and neck at any one time, that too frequent applications and use over excessive periods of time should be avoided, that adequate rest periods between series of treatments should be observed, that the preparation should not be used where the skin is cut or broken, and that in all cases a proper patch test should be made to determine whether the patient is allergic or sensitive to the preparation; provided, however, that such advertisement need contain only the statement: "CAUTION: Use Only As Directed," if and when the directions for use on the label or in the labeling contain warnings to the same effect. (0324)

Dr. Peter Fahrney & Sons Co., 2501 Washington Blvd., Chicago, selling and distributing a medicinal preparation designated "Alpenkrauter," also designated "Hoboko," "Novoro," "Zokoro," "Lozogo," "Kurkio" and "Gomozo," has agreed to a supplemental stipulation to the previous one entered into between it with regard to the preparation. The respondent agrees that in the dissemination of any advertising of the preparation under its various names or any other preparation of substantially the same composition or properties, it will cease from causing to be published any advertisement which fails to reveal that the preparation should not be used when abdominal pain, nausea, vomiting or other symptoms of appendicitis are present; provided, however, that the advertisements need contain only the statement "CAUTION: USE ONLY AS DIRECTED," if the directions for use, whether appearing on the label or labeling, contain a caution or warning to the same effect. (0325)

Miller's Furs, Inc., 1235 G Street, N. W., Washington, D. C., has agreed to an amendment of a prior stipulation entered into August 9, 1943. In the amendment it agrees to refrain from using the term "Civet Cat" or the word "Civet" or words of like meaning, either alone or in combination with other words, to describe furs or fur garments made of the peltries of the little spotted skunk or the little striped skunk, or of any peltries other than civet peltries. (3701)

FTC COMPLAINT DISMISSED

The Federal Trade Commission has dismissed the complaint issued by it May 7, 1938, against I. J. Fox, Inc., 393 Fifth Avenue, New York, which charged it with misrepresentation in the sale of furs and fur products. The Commission is advised that the respondent on June 22, 1938, accepted and thereafter has observed the Trade Practice Rules of the Fur Industry as promulgated by the Commission June 17, 1938.

The Commission ordered the dismissal of the complaint without prejudice to its right to take such further action as circumstances may warrant.

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 40, October 6, 1944

PRESIDENT ROOSEVELT REQUESTS PETRILLO TO LIFT RECORDING BAN

In a telegram directed to James Caesar Petrillo, President of the American Federation of Musicians, Wednesday President Roosevelt requested that the two-year old dispute between the electrical transcription manufacturers and the A. F. of M. be ended by the compliance of the Union with the directive order of the National War Labor Board, issued June 15, 1944.

Compliance by Petrillo and the A. F. of M. will presumably result in a modification of present contracts with most of the recording companies, made on Petrillo's terms under which the recording companies pay royalties direct to the Union for Union distribution to members in any manner which it may choose. RCA Recording Company, NBC Thesaurus and Columbia Recording Company refused to enter into such an agreement and carried the case to the War Labor Board on the claim that the refusal to work unduly impedes the war effort. Under the WLB directive, musicians would return to work under contract conditions prevailing on July 31, 1942.

Petrillo was reported in a prompt reply to President Roosevelt saying that the request would be submitted to the Union's Executive Board in Chicago, Monday, October 9.

Harold Ryan, when asked for a statement, pointed out that "Petrillo has stated that he would send the musicians back to work if the President told him to do so. It must be presumed now that he will act."

The full text of President Roosevelt's telegram to Petrillo is as follows:

"The National War Labor Board has entered directive orders in the dispute between the electrical transcription manufacturers and the American Federation of Musicians. Among the provisions of the directive order is the directive that the Federation withdraw its ban against playing for mechanical reproductions of music for commercial use. With this provision, the Federation has not complied. The National War Labor Board and the Director of Economic Stabilization have not recommended government possession or operation. Under the statute it must be found that the labor dispute unduly impedes the war effort. It is the opinion of the Director of Economic Stabilization that under all the present circumstances the non-compliance of your Union is not unduly impeding the war effort. But this non-compliance may encourage other instances of non-compliance which will impede the war effort. In a country which loves democratic government, which loves keen competition under the rules of the game, parties to a dispute should adhere to the decisions of the Board even if one of the parties considers the decision wrong. Therefore, in the interest of orderly government and in the interest of respecting the considered decision of the Board, I request that your Union accept the directive order of the National War Labor Board. What you regard as your loss will be your country's gain."

AAAA OFFICIALLY APPROVES CIRCULATION PROJECT

Frederic Gamble, President of the AAAA, has advised NAB that the Board of Directors of his organization on Tuesday approved the recommendation of the organization's radio committee pledging support to the organization of an agency to carry out the station circulation plan adopted by the NAB membership at the Chicago War Conference. This marks a most important step in the work of organizing the bureau.

The matter will be presented to the Board of ANA October 23, according to President Paul West. It will go before that Board upon recommendation for approval submitted by the ANA radio committee.

President J. H. Ryan and NAB Research Director Paul Peter are scheduled to outline the project at the meeting of the Radio Executives Club of New York on Monday (9). This is the opening meeting of the 1944-45 season for the Club.

FCC ALLOCATION HEARINGS

Hearings on the "fixed public services" other than Alaska were opened by Marion H. Woodward, Chief of the International Division of the Engineering Dept. of the FCC who defined the various services coming under the "fixed service", the emission characteristics of each and introduced Exhibits showing the existing allocation of frequencies to such services.

Harden Pratt, Chairman of Panel 8 of RTPB (Point-to-Point and International Broadcasting) submitted the report of his panel. He was cross-examined by Louis Caldwell, representing Press Wireless as to whether the panel had given sufficient consideration to the anticipated increase in International Communications and trade. He made the point that even prior to the War both cables and radio experienced times of congestion and delay in handling volumes of messages.

William Roberts, representing Television Broadcasting Association, questioned Mr. Pratt as to what guided the Panel in its deliberations regarding use of higher frequencies for point-to-point—whether the considerations were technical or economic. Mr. Pratt said that the Panel had before it requirements of certain companies for the continuation and expansion of services involving distances for which the frequencies requested were particularly suited and for which higher frequencies were not suited.

(Continued on page 366)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion.*

FCC ALLOCATION HEARINGS

(Continued from page 365)

F. M. Ryan for the American Telephone and Telegraph Company outlined the need for frequencies in the overseas telephone service and an estimate of frequency needs for domestic telephone service below 30 megacycles.

Other witnesses in point-to-point or fixed services were John H. Muller of RCA Communications, Charles C. Harris of Tropical Radio Telegraph Co., A. Warren Norton and Donald K. DeNeuf for Press Wireless, Inc.

The Coastal, Marine Relay, ships, mobile press and fixed public service in Alaska was the next topic. The first witness on this subject was H. C. Looney of the Commission's staff who described the series under consideration and introduced exhibits listing the present allocations.

He was followed by C. H. Harris and A. J. Costigan for RTPB. F. M. Ryan of the Telephone Company testified regarding the telephone service in the Marine and Mobile field. Certain of the requests for point-to-point frequencies conflict with the requests by television. There was consequently considerable discussion regarding the evaluation of benefits to be derived from each service which brought from Chairman Fly the comment, "we are looking for some soft spots in here where the thing is going to give way, and I am wondering if we haven't hit it right here."

The Aviation Services were the next topic. William N. Krebs of the Commission defined the various services in the Aviation service and introduced exhibits showing the present allocations. W. D. Rentzel appeared and testified for Panel 11 (Aeronautical Radio). He is also President of Aeronautical Radio, Inc. He outlined the expected tremendous growth of aviation in the Post War era and the corresponding need for additional frequencies. Gordon A. O'Reilly also testified in behalf of RPTB Panel 11.

FCC PROPOSES NEW ANNOUNCEMENT RULE FOR SPONSORED PROGRAMS

Sec. 317 of the Communications Act of 1934, As Amended, requires that all sponsored programs be announced as such. This section reads as follows:

> "ANNOUNCEMENT THAT MATTER IS PAID FOR
>
> Sec. 317. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

On September 26 the FCC issued the following release:

"ORDER

"At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 26th day of September 1944:

"WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section *Sponsored programs, announcement of*—

"(a) In the case of each program for which money, services or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall announce, or cause to be announced, both at the beginning and conclusion thereof that the program is paid for or furnished, either in whole or in part, *Provided, however*, that in the case of programs of five minutes duration or less, a single such announcement only, either at the beginning or conclusion of the program, shall be required. The announcement shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised or from whom or in whose behalf such services or other valuable consideration are received. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting.

"(b) Valuable consideration for the broadcasting of any program, as used in this section, includes the furnishing, either directly or indirectly, of records, transcriptions, talent, script material, performing rights, or any other material or services of any kind for use in connection with such programs.

WHEREAS, The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

NOW, THEREFORE, IT IS HEREBY ORDERED, That upon the written request of any interested person, oral argument be held before the Commission en banc on November 10, 1944, at 10:30 a. m., as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed by all persons desiring to appear on or before November 1, 1944, and each such request shall be accompanied by a brief."

Your attention is called to Rule 3.404, which reads as follows:

3.404 Logs.—The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:

(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof, such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) *An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.* (Italics supplied.)

(b) In the operating log:

NAB Headquarters would greatly appreciate receiving the comments of its members with regard to this proposal as soon as possible, since it is necessary to file request for oral argument and brief, on or before November 1st.

CODE COMPLIANCE COMMITTEE MEETING NEW YORK, OCTOBER 12-13

Plans have been completed for the meeting of the NAB Code Compliance Committee in New York City, October

12-13, at the Roosevelt Hotel. Scheduled to convene at 10:00 a. m. on the 12th, Columbus Day and a holiday in New York, all members of the Committee are expected. They are:

William B. Quarton, WMT, Chairman; William S. Hedges, NBC; Felix Hinkle, WHBC; Eugene O'Fallon, KFEL; Arden X. Pangborn, KEX; Jan Schimek, CBS; Lee B. Wailes, KYW, and Grant F. Ashbacker, WKLA.

Richard Frankensteen, Vice-President of the United Automobile Workers (CIO), who was invited to address the Code Committee at this meeting, will be unable to attend but has been asked to submit a statement.

REVISED BY-LAWS

Three amendment to the NAB By-Laws were approved at the recent War Conference. A revision of the By-Laws, incorporating the changes made, is being mailed with this week's NAB Reports. All members should destroy former copies of By-Laws and substitute the revised edition. Additional copies are available to any stations desiring them.

NETWORK TRANSCRIPTION RULE UNDECIDED

Several inquiries have been received as to whether or not it is required that campaign speeches over temporary state networks be transcribed by the originating station.

The rule proposed by the FCC for consideration which would have required the originating station of a "network" to transcribe all programs has not been adopted but is still pending decision. Unless the Commission, therefore, takes further action *transcribing of "network broadcasts" is not required.*

LIBERTY BELL RECORDING POPULAR WITH STATIONS

Numerous stations have written thanking NAB for recording the sound of the Liberty Bell, to be used on V-E Day and thereafter as occasion warrants. Pressings are being shipped this week.

The NAB Board ordered one pressing sent free to each member station. A limited quantity of extra pressings is available at the nominal cost of $1.00 each.

RADIO NEWS NEEDS STUDIED

Broadcasting stations in this country think they will need as many as 500 additional news writers and editors during the coming year. About one-third of the stations will not employ women for this purpose, and more than two-thirds will not employ women for reading news over the air. At the present time about 1700 news editors and writers are employed in American stations.

These are the implications of a survey conducted cooperatively during July and August by the committee on radio of the American Association of Teachers of Journalism, and the National Association of Broadcasters.

A postcard questionnaire was sent to the 577 member stations of the NAB. Replies came from 317 stations—55 per cent of the NAB membership, 33 per cent of all the broadcasting stations in the United States. Of the six questions asked, two were answered in such a way as to indicate that they were misinterpreted by an unknown number of station managers, and the questions are therefore not reported upon here. The other four and their answers follow:

1. *How many persons does your newsroom employ to write and/or edit news for broadcast (in terms of full-time employees)?*

The 317 stations answering this question replied that they employed 634 persons. This was the breakdown by size of stations:

	50000 watts	*5000*	*1000*	*250*
Number of stations replying	25	100	54	127
Full-time employees	107	249	80	175
Range	0–14	0–8	0–4	0–9
Average	4.3	2.5	1.5	1.4
Indicated total for all stations of this power	238	538	229	583

When these totals are projected[1] for all stations in the country, with allowances for variation by size of station, the indication is that about 1700 full-time news writers and editors are now employed.[2]

2. *Would you employ qualified women for news editing and/or writing?*

About 33 per cent of the 298 stations answering this question said they would not employ women for these purposes. Another 7 per cent said they were doubtful. Aversion to use of women appears to be inversely proportional to size of station, as this breakdown shows:

	50000 watts	*5000*	*1000*	*250*
Yes	76%	65%	62%	54%
No	8%	26%	34%	42%
Doubtful	16%	9%	4%	4%

3. *Would you employ qualified women for news broadcasting?*

About 68 per cent of the 305 stations answering this question would not use women to read news on the air.[3]

---

[1] Replies were received from 45 per cent of the 50000 watt stations in the country, 46 per cent of the 5000 watt stations, 35 per cent of the 1000 watt stations, and 30 per cent of the 250 watt stations. The number of replies received from the other classifications, however, is so small that projections based upon it would be unreliable. The indicated totals for all stations in the country given in this report were arrived at by assuming that replies from each of the four large classes are representative of the class as a whole, and projecting the totals of each class in terms of the total number of stations in that class, thus obtaining an estimate for 92 per cent of the stations in the country; then further projecting that figure to cover the other 8 per cent of stations. It is felt that this method is more reliable than the somewhat easier alternative of assuming that the 316 stations replying are representative, without differentiation according to size, of all 933 stations in the country. The latter method, applied to the first question, would give an indicated national total of about 1864 employees, whereas the first method gives an estimate of just over 1700.

[2] It must not be assumed that all these employees are assigned exclusively to news writing and editing. Answers to one of the discarded questions suggest that a majority of these employees, especially in the smaller stations, double in brass, especially in announcing and news broadcasting. How much of the editing is scissor-editing by announcers is not known. Comments by managers of 50000 watt stations indicate that these stations too may be coming to prefer employees who can both write and edit news and broadcast it. "Anyone we hire in the future," wrote one such manager, "will do both."

[3] Three station managers said, respectively, that they employed women to broadcast women's programs, special features, and women's news only. Another said "Would employ women for news broadcasting, although sponsor acceptance not good." More comments, however, were vigorously on the other side. "Wouldn't employ women after the war." "Wouldn't employ women unless forced to." "No, would not employ women. Do not like women."

Opinion on this point varied little with difference in size of station:

	50000 watts	*5000*	*1000*	*250*
Yes	24%	22%	27%	28%
No	60%	69%	69%	69%
Doubtful	16%	9%	4%	3%

4. *How many new employees are you likely to need in the next year for news writing and editing only?*

The 263 stations which answered this question said that they expected to need 151 new employees for these jobs. This is the breakdown of the four principal classifications by size:

	50000 watts	*5000*	*1000*	*250*
Number replying	18	80	48	107
Employees needed	27	53	22	45
Range	O–10	O–5	O–3	O–4
Average	1.5	.66	.46	.42
Indicated need for all stations of this size	84	143	71	179

When these estimates are projected in terms of all stations in the country, the indicated total is 520.[4]

---

[4] This total is arrived at by the first method described in footnote 1. By the other method there described, the indicated total is 542. But the method of projection is far less likely to introduce an error into this figure than is the pace of the war during the next months.

One comment of potential importance in forecasting the need for training in radio news came from the manager of a 50000 watt station. Said he: "After the war, all radio news must be rewritten for Class A stations."

HELEN CORNELIUS JOINS NAB STAFF

Miss Helen Cornelius officially assumed her duties as Assistant director of Broadcast Advertising on September 28. In her new capacity, Miss Cornelius will assist Broadcast Advertising Director Lew Avery, particularly in following up the development of broadcast advertising in the retail field. Her initial assignment is in connection with a survey of retail advertising being conducted by the NAB member stations in San Antonio, Texas, and Joske's of Texas, leading department store in San Antonio. Miss Cornelius will supervise this project and direct the activity. The results will then be compiled and analyzed for the possible assistance they may give to all broadcasters in handling retail advertising.

Miss Cornelius brings to her work a background of splendid experience in the retailing, advertising, promotional, and public relations fields. She has been connected with the J. L. Hudson Co. of Detroit and John Wanamaker of Philadelphia. She was associated in an editorial capacity with *Harper's Bazaar*, *Everywoman's World*, *The Ottawa Citizen*, *Detroit Saturday Night* and *Fashion Merchandising*. She was also publicity and promotion director for Elizabeth Arden Sales Corp. and served a considerable time as consultant and promotion adviser for the Gotham Hosiery Co.

For the past year, Miss Cornelius has served as survey director in charge of public relations and statistics for the Office of Civilian Requirements of the War Production Board.

CHATTEN ADVANCED IN WPB

Hiland G. Batcheller, Operations Vice Chairman of the War Production Board, today designated L. J. Chatten as the new director of the Radio and Radar Division, succeeding Ray Ellis, who is returning on October 1 to General Motors Corporation, New York City. Mr. Ellis has been on leave from General Motors Corporation since July 1, 1941. He has agreed to continue his association with WPB as a consultant.

Mr. Chatton has been an assistant director of the Radio and Radar Division, with which he has been associated for about 16 months. He has been closely associated with the electronic industry for more than 20 years. His home is in Philadelphia, Pa.

MORE TUBES AFTER V-E DAY

Combined military and civilian requirements for radio receiving tubes after Germany's defeat will be about 60 to 70 per cent above present maximum production rates, Government officials told the Radio Receiver Vacuum Tube Industry Advisory Committee recently, the War Production Board reported today. The total production in August was about 10,000,000 tubes.

Committee members said their ability to meet these requirements will be almost wholly dependent upon an increase of manpower in the industry. Cutbacks occurring in other industries should substantially increase the supply of labor available for radio tube production, they said.

Military requirements for receiving tubes now average approximately 10,000,000 tubes a month. The end of the European war will reduce military requirements slightly, but not until one year after Germany's defeat is a 45 per cent cut in such requirements expected, WPB officials said.

Because of the nature of the work and the assurance of continuous employment after the war, large numbers of women are expected to be attracted to this field when cutbacks in other industries occur, WPB officials said.

At present, approximately 13 per cent of total radio receiver tube production is available to civilians for replacement purposes only. Tube production came under WPB control in May, 1942.

HALPIN REJOINS KOIN

Warm praise for a job superbly done under censorship conditions was given the nation's press and radio by Lester A. Halpin, former KOIN news editor; until recently an official in the U. S. Office of Censorship in Washington, D. C. Halpin, who was "borrowed" two years ago for special service, returned to Portland and resumed his post at the KOIN October 1st.

Dale Denny, assistant editor and well-known Portland news reporter and wire man, who had charge of KOIN's newsroom during Halpin's stay in the nation's capital, will continue in that capacity, it was announced by C. W. Myers, President.

In Washington, Halpin distinguished himself as an assistant director in the government's censorship office, press and radio division, under Byron Price. During his two-year stay there, Halpin's work entailed guarding against premature releases of vital war information. He commended press and radio alike for "a magnificent record" in observing the voluntary code of censorship. This serves as a powerful weapon in keeping the enemy ignorant of important war moves, he said.

Halpin was KOIN news editor seven years before being called to Washington in October, 1942.

WIGGLESWORTH QUERIES GUEST SPEAKER PRACTICE

In a news release for last Monday, Congressman Wigglesworth (R) Massachusetts, and member of the House Select Committee to Investigate the FCC, disclosed that

The Select Committee investigating the Federal Communications Commission and its activities on Friday took steps to investigate charges recently made that the radio industry, under regulation by the Federal Communications Commission, is failing to comply with the applicable provisions of the Corrupt Practices Act and the Hatch Act.

Under the Corrupt Practices Act it is specifically provided that:

> "It is unlawful for any national bank, or any corporation organized by authority of any law of Congress, to make a contribution in connection with any election to any political office, or for any corporation whatever to make a contribution in connection with any election at which presidential and vice-presidential electors or a Senator or Representative in, or a Delegate or Resident Commissioner to, Congress are to be voted for, or for any candidate, political committee, or other person to accept or receive any contribution prohibited by this section."

Under Section 19(a) of the Hatch Act, it is provided that:

> "No person or firm entering into any contract with the United States or any department or agency thereof, either for the rendition of personal services or furnishing any material, supplies, or equipment to the United States or any department or agency thereof . . . if payment for the performance of such contract . . . is to be made in whole or in part from funds appropriated by Congress, shall, during the . . . performance under such contract . . . make any contribution of money or any other thing of value, or promise expressly or impliedly to make any such contribution to any political party, committee, or candidate for public office or to any person for any political purpose or use . . . "

In the face of these provisions of law, it is charged that the practice is growing in the radio industry of permitting guest speakers to make political appeals for the election or re-election of candidates on radio time bought and paid for by commercial sponsors.

Recent broadcasting over the Atlantic Coast Network, of which a former member of the Federal Communications Commission is president and originating in Station WWDC in Washington, are referred to specifically in this connection. On September 5 and September 12, respectively, the Majority Leader of the House and a Congressman from the State of Washington, a candidate for the United States Senate, were privileged as guest speakers to make an appeal for the re-election of the President.

The time over which the political appeals were broadcast was time which was bought and paid for by a commercial sponsor, an industrial company having offices in Washington and Baltimore. The sponsor is said to be a corporation and a government contractor. If this is true, the use of the time by the guest speakers for political appeals for the re-election of the President would seem to be a clear violation of both the Corrupt Practices Act and the Hatch Act.

How far the practice has extended is not apparent. It seems clear, however, that appropriate steps should be taken through the Department of Justice, the Federal Communications Commission, or both, to assure compliance with existing law. With a view to full information in this connection, and to assuring a fair division of time between candidates under existing law, the Select Committee investigating the Federal Communications Commission and its activities has taken the necessary steps to examine into the practice of the major networks of the country in recent months.

It is understood that subpoenae have been issued calling for the scripts of news reporters, news analysts and commentators of all networks and certain independent stations with a view to determining whether the scripts disclose bias in favor of one or the other Political Parties.

BROADCASTING BUILDS ATTENDANCE, SAYS NATIONAL BASEBALL CONGRESS PRESIDENT

Broadcasts bring more people to sports events, says Ray "Hap" Dumont, of Wichita, Kansas, head of the National Semi-Pro Baseball Congress. Broadcasts are credited with building his attendance from 57 for the first game to thousands within a few years, and he says that radio stations are largely responsible for the phenomenal success of the Congress.

Dumont, who founded the Congress in 1931 and had a tough time getting sixteen clubs together for the first tournament, saw his idea go nation-wide a few years later and finally spread to other countries.

Recently he announced that he will ask the Congressional Pan American Committee for an appropriation of $150,000.00 to build the game of swat and swing south of the border.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, October 9. They are subject to change.

Tuesday, October 10

KHQ—Louis Wasmer, Inc., Spokane, Wash.—Renewal of license; **590 kc.**, 5 KW, unlimited.

KGA—Louis Wasmer, Spokane, Wash.—Renewal of license; **1510 kc.**, 10 KW, unlimited, DA night.

Wednesday, October 11

Consolidated Hearing

NEW—Beauford H. Jester, et al., Waco, Texas—C. P., **1230 kc.**, 250 watts, unlimited.

KDNT—Harwell V. Shepard, Denton, Texas—C. P., **1450 kc.**, 250 watts, unlimited.

NEW—Truett Kimzey, Greenville, Texas—C. P., **1400 kc.**, 250 watts, unlimited.

WACO—Frontier Broadcasting Co., Inc., Waco, Texas—C. P., **1230 kc.**, 250 watts, unlimited.

Thursday, October 12

WEEU—Berks Broadcasting Co., Reading, Pa.—Renewal of license; **850 kc.**, 1 KW, daytime.

Federal Communications Commission Action

APPLICATIONS GRANTED

WSPA—Spartanburg Advertising Co., Spartanburg, S. C.—Granted modification (B3-MP-1760) construction permit which authorized increase in power and changes in directional antenna, for further changes in directional antenna system, subject to January 26 policy.

WSNJ—Eastern States Broadcasting Corp., Bridgeton, N. J.—Granted modification of license to move main studio to present transmitter site. (B1-ML-1202)

WLIB—Irwin Steingut, Elias I. Godofsky, Aaron L. Jacoby, Arthur Faske, William Weisman and Louis W. Berne (Transferor), Dorothy S. Thackrey (Transferee), WLIB, Inc. (Licensee), Brooklyn, N. Y.—Granted consent to voluntary transfer of control of WLIB, Inc., licensee of station WLIB (Commissioner Durr dissenting), from Irwin Steingut, Elias I. Godofsky, Aaron L. Jacoby, Arthur Faske, William Weisman and Louis W. Berne, to Dorothy S. Thackrey (owner of the New York Post), for the sum of $250,000 representing 100% of outstanding capital stock of licensee. (B1-TC-403)

Philco Radio & Television Corp., Portable-Mobile—Granted construction permits for seven experimental portable-mobile television relay stations, two to be located at Havre de Grace, Md., one at Honey Brook, Pa., one at Southeast, Pa., one in the District of Columbia and two at Sappington, Md., to constitute a reversible relay system for television program transmission between Washington, D. C., and Philadelphia, Pa., in connection with applicant's commercial television broadcast station WPTZ at Philadelphia. Channels 11 and 12 (**204,000-216,000 kc.**) will be used for 4 of the stations and channels 13 and 14 (**230,000-242,000 kc.**) for the other 3 stations, all employing A5 emission and 15 watts visual power; A3 emission, 10 watts aural power. (B1-PVB-117-123)

Radio Corp. of America, Portable or Portable-Mobile, area of Camden, N. J.—Granted construction permit for new experimental television relay broadcast station to utilize frequency **321,000** to **327,000 kc.**, with 500 watts aural and visual power (B1-PVB-107). Also granted license to cover same. (B1-LVB-45)

Radio Corp. of America, Camden, N. J.—Granted construction permit for a new experimental television broadcast station to operate on frequencies **81,000-90,000 kc.**, Channel #5, with a maximum power of 30 KW visual and aural. (B1-PVB-106). Also granted license to cover same. (B1-LVB-44)

DOCKET CASES

The FCC announced its Proposed Findings of Fact and Conclusions (B-207) proposing to *grant* the application of Iowa State College of Agriculture and Mechanic Arts (WOI), Ames, Iowa, for special service authorization to commence operation at 6:00 a. m., CWT, until local sunset, in lieu of operation from sunrise until sunset at Ames, Iowa.

The Commission concludes that in granting this permit (1) the operation of station WOI as proposed, would provide service of special value and interest; (2) that the public benefits from such operation would far outweigh any losses which might result through any interference which might be caused to the service of petitioner's station; (3) that the granting of an authorization as applied for under the conditions shown would tend to provide a fair, efficient and equitable distribution of radio service among the several states and communities as contemplated under the provisions of Sec. 307(b) of the Communications Act of 1934, as amended; (4) that the issuance of a special service authorization under Sec. 1.366 will not set up interference conditions which cannot be immediately eliminated should circumstances warrant such action; and (5) that public interest, convenience and necessity will be served by granting the application.

At the same time the Commission announced adoption of a Decision and Order (B-204), *granting* renewal of license for station WMAN, Richland, Inc., Mansfield, Ohio, for operation of the station on frequency 1400 kilocycles, 250 watts power.

DESIGNATED FOR HEARING

WFEB—Alabama Broadcasting Co., Inc., Sylacauga, Ala.—Designated for hearing application for construction permit for new station, permittee having failed to satisfy the conditional requirements within the time allowed. (B3-P-3594)

MISCELLANEOUS

Mutual Broadcasting System, Inc., Chicago, Ill.—Granted in part extension of permit under Section 325(b) of the Communications Act to transmit programs to Mexican stations known as "Radio Mil's Network", except Station XELO, for the period beginning September 28, 1944, and ending September 28, 1945. (B4-FP-133)

WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Granted petition for continuance of hearing on application for renewal of license now set for October 5, and continue said hearing to December 6, 1944.

Durham Broadcasting Co., Inc., Durham, N. C.—Granted motion to postpone hearing now set for October 2 on application of petitioner and of Harold H. Thoms, for a new station at Durham, and continued said hearing to October 30.

Atlantic Broadcasting Co., Savannah, Ga.—Denied motion to consolidate application of petitioner for a new station at Savannah with that of Albany Broadcasting Co. to move station WGPC from Albany to Savannah, Ga.

Chatham Broadcasting Co., Savannah, Ga.—Granted petition for leave to amend its application for new station (Docket 6641).

WOCB—E. Anthony & Sons, Inc., Hyannis, Mass.—Granted motion for continuance of hearing on application to change frequency from **1490** to **1240 kc.**, now set for October 6, and continued same to December 4.

Mississippi Broadcasting Co., Jackson, Miss.—Granted motion for waiver of rule requiring 25 days' notice for taking depositions and granted order to take depositions in re applications for new stations by petitioner at Jackson and Macon, Miss., and application of Birney Imes, Jr., at Meridian, Miss. (Docket 6596, 6658 and 6659).

WEHS—WHFC, Inc., Chicago, Ill.—Granted 30-day extension from September 30, within which to comply with the condition attached to construction permit for erection of a new FM station.

WINS—Hearst Radio, Inc., New York City—Granted modification of construction permit authorizing increase in power, etc., for extension of completion date to 11-3-45, subject to such conditions as the Chief Engineer shall deem necessary to determine that the DA pattern is obtained and maintained, and subject further to the express condition that permittee shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external and cross modulation. (B1-MP-1769)

King-Trendle Broadcasting Corp., Detroit, Mich.—Placed in the pending files in accordance with Commission's policy of February 23, 1943, application for new commercial television broadcast station. (B2-PCT-45)

Minnesota Broadcasting Corp., Minneapolis, Minn.—Placed in the pending files in accordance with Commission's policy of February 23, 1943, application for new high frequency (FM) broadcast station. (B4-PH-312)

Maryland Broadcasting Co., Baltimore, Md.—Retained in pending file application for new high frequency (FM) broadcast station. (B1-PH-163)

Missouri Broadcasting Corp., St. Louis, Mo.—Retained in pending file application for new high frequency (FM) broadcast station. (B4-PH-285)

WSNJ—Eastern States Broadcasting Corp., Bridgeton, N. J.—Denied special service authorization to broadcast work shifts scheduled by the Deerfield Packing Corp. and Seabrook Farms for a period of approximately one minute beginning at 2 p. m. and 8 p. m., EST, daily, for the period ending October 15, 1944. (B1-SSA-113)

KSUB—Southern Utah Broadcasting Co., Cedar City, Utah—Granted extension of time for a period ending October 15, 1944, to comply with the procedural conditions attached to conditional grant permitting increase in power to 250 watts.

KNOE—KNOE, Inc., Monroe, La.—Granted authority to use call letters KNOE for new standard station at Monroe, La., instead of KJAN, which were formerly assigned.

APPLICATIONS FILED AT FCC

880 Kilocycles

KDYL—Intermountain Broadcasting Corp., Salt Lake City, Utah—Construction permit to change frequency from **1320 kc.** to **880 kc.**, increase power from 5 KW to 10 KW and install new transmitter and directional antenna for day and night use.

1170 Kilocycles

NEW—Larry Finley and Clinton D. McKinnon, d/b as Finley-McKinnon Broadcasting Co., San Diego, Calif.—Construction permit for a new standard broadcast station to be operated on **1170 kc.,** power of 250 watts and unlimited hours of operation.

1230 Kilocycles

WJNO—WJNO, Incorporated, West Palm Beach, Fla.—Construction permit to move transmitter and studio.

1240 Kilocycles

NEW—Altoona Broadcasting Co., Altoona, Pa.—Construction permit for a new standard broadcast station to be operated on **1240 kc.,** power of 250 watts and unlimited hours of operation. Amended re changes in transmitting equipment.

1330 Kilocycles

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—License to cover construction permit (B5-P-3551 as modified) for move of transmitter and installation of new antenna.

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—Authority to determine operating power by direct measurement of antenna power.

1340 Kilocycles

WLAK—Lake Region Broadcasting Co., Lakeland, Fla.—Authority to determine operating power by direct measurement of antenna power. Amended to change name of applicant to S. O. Ward, tr/as Radio Station WLAK.

1370 Kilocycles

WFEA—New Hampshire Broadcasting Co., Manchester, N. H.—Transfer of control of licensee corporation from Adeline B. Rines to H. M. Bitner—1000 shares of common stock, 100%.

1400 Kilocycles

NEW—Reed D. Smith, Charleston, W. Va.—Construction permit for a new standard broadcast station to be operated on **1400 kc.,** power of 250 watts and unlimited hours of operation.

1600 Kilocycles

NEW—Capitol Radio Corp., Des Moines, Iowa—Construction permit for a new standard broadcast station to be operated on **1600 kc.,** power of 1 KW and unlimited hours of operation.

FM APPLICATIONS

NEW—KJBS—Broadcasters, a partnership consisting of William B. Dolph, Elizabeth N. Bingham, Helen S. Mark, Alice H. Lewis, Glenna G. Dolph, Edwin P. Franklin, D. Worth Clark and Hope D. Pettey, San Francisco, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 6,574 square miles.

NEW—WDOD Broadcasting Corp., Chattanooga, Tenn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47500 kc.** with coverage of 23,800 square miles.

NEW—The Huntsville Times Co., Inc., Huntsville, Ala.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.** with coverage of 12,900 square miles.

NEW—Fidelity Media Broadcasting Corp., Newark, N. J.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49100 kc.** with coverage of 5,100 square miles.

NEW—Telecast, Inc., Roanoke Rapids, N. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49100 kc.** with coverage of 5,198 square miles.

NEW—Hearst Radio, Inc., Milwaukee, Wis.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 17,791 square miles.

NEW—Birmingham Broadcasting Co., Inc., Birmingham, Ala.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46900 kc.** with coverage of 18,580 square miles.

NEW—The Daily Report, a partnership, consisting of (Mrs.) Jerene Appleby Harnish, A. Q. Miller, Jr., Walter Axley (Mrs.), Annie M. Potter and Carlton R. Appleby, Ontario, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49900 kc.** with coverage of 2,240 square miles.

NEW—Evansville on the Air, Inc., Indianapolis, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44300 kc.** with coverage of 29,688 square miles.

TELEVISION APPLICATIONS

NEW—Philco Radio & Television Corp., area of Northeast, Md. (Havre de Grace)—Construction permit for a new experimental television relay broadcast station to be operated on Channel #11 and 12 (**204,000-216,000 kc.**), A5 and A3 emission, power of 15 watts (peak) for visual and 15 watts for aural.

NEW—Philco Radio & Television Corp., area of Northeast, Md. (Havre de Grace)—Construction permit for a new experimental television relay broadcast station to be operated on Channel #13 and 14 (**230,000-242,000 kc.**), A5 and A3 emission, power of 15 watts (peak) for visual and 10 watts for aural.

NEW—Philco Radio & Television Corp., area of District of Columbia—Construction permit for a new experimental television relay broadcast station to be operated on Channels #11 and 12 (**204,000-216,000 kc.**), A5 and A3 emission, power of 15 watts (peak) for visual and 10 watts for aural.

NEW—Philco Radio & Television Corp., area of Central Maryland (Sappington)—Construction permit for a new experimental television relay broadcast station to be operated on Channels #11 and 12 (**204,000-216,000 kc.**), A5 and A3 emission, power of 15 watts (peak) for visual and 10 watts for aural.

NEW—Philco Radio & Television Corp., area of Central Maryland (Sappington)—Construction permit for a new experimental television relay broadcast station to be operated on Channels #13 and 14 (**230,000-242,000 kc.**), A5 and A3 emission, power of 15 watts (peak) for visual and 10 watts for aural.

NEW—Philco Radio & Television Corp., area of Southeast Pennsylvania (Honey Brook)—Construction permit for a new experimental television relay broadcast station to be operated on Channels #11 and 12 (**204,000-216,000 kc.**), A5 and A3 emission, power of 15 watts (peak) for visual and 10 watts for aural.

NEW—Philco Radio & Television Corp., area of Southeast Pennsylvania (Honey Brook)—Construction permit for a new experimental television relay broadcast station to be operated on Channels #13 and 14 (**230,000-242,000 kc.**), A5 and A3 emission, power of 15 watts (peak) for visual and 10 watts for aural.

MISCELLANEOUS APPLICATION

NEW—Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa—Construction permit for a new noncommercial educational broadcast station to be operated on **42900 kc.,** power of 1 KW and A3 emission.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Celanese Corporation of America, with its principal office at 180 Madison Avenue, New York, engaged in the business of processing, manufacturing and selling cellulose acetate rayon yarns and cellulose acetate rayon fabrics manufactured and processed from the yarns, is charged in a complaint with violating certain subsections of Section 2 of the Clayton Act as amended by the Robinson-Patman Act. (5226)

William A. Herman, 170 Broadway, New York, a private detective and investigator doing business under the name "Equitable Service Bureau" and engaged in the investigation of persons who have, or have represented themselves as having, claims against insurance companies, is charged in a complaint with misrepresentation. (5225)

Joseph Triner Corporation, 1333 South Ashland Avenue, Chicago, manufacturing and distributing a medicinal preparation variously designated as "Triner's Bitter Wine", "Triner's Bitter Wine with Vitamin B_1" and "Triner's American Elixir of Bitter Wine," is charged in a complaint with misrepresentation and false advertising. (5227)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Educational Publications, Merchandise Mart Bldg., Chicago, and formerly Scientific Success Institute, engaged in the preparation and sale of manuscripts in the form of so-called educational courses, has stipulated to cease and desist from certain representations concerning his courses and products. (3891)

L. H. Stewart Corp., 130 Clinton Avenue, South, Rochester, N. Y., selling and distributing a preparation designated "Betene," allegedly for use as a reducing agent or a food supplement, has stipulated to cease and desist from representing that the preparation has any reducing action, or that any loss in weight resulting from or occasioned by following directions for its use is other than that which naturally results from a restricted or reduced food intake, or that by using it in connection with a reducing diet hunger will be prevented. (3890)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

African Specialty Company and West African Specialty Company, 4656 South Indiana Ave., Chicago, selling and distributing various articles claimed to possess magical and supernatural powers, have been ordered to cease and desist from misrepresentation of their products. In January 1944, the respondent Wester severed his connection with the business which since has been conducted by the respondent Calvert. (5019)

National Merchandising Co., 326 Erie Building, Cleveland, Ohio, have been ordered to cease and desist from selling or disposing of merchandise by the use of lottery methods. The Commission found that the respondents, who are engaged in the interstate sale and distribution of sporting goods, silverware, radios and pen and pencil sets, furnished to others certain devices, including push cards, and sales plans which involved the use of lottery schemes when sales of such merchandise were made to ultimate consumers. (4936)

New York Merchandise Company, Inc., 32 West 23rd Street, New York, selling and distributing articles of merchandise, including tooth brushes, has been ordered to cease and desist from misrepresentation of its products. (4765)

Plattner Distributing Co., 1330 Oak Street, Kansas City, Mo., has been ordered to cease and desist from the use of lottery methods in the sale and distribution of various articles of merchandise distributed by him. (4655)

Slagter Oil & Grease Co., 4253 North Port Washington Ave., Milwaukee, compounding and blending oils and greases and engaged in the sale and distribution of motor and lubricating oils and greases to wholesale and retail dealers, has been ordered to cease and desist from misrepresentation of its products. (4720)

C. I. Togstad Company, and L. O. Williams, its general manager, Kokomo, Indiana, manufacturing and distributing a detergent product for cleaning garments designated "Dip-Clean," and formerly called "Wonder-Kleen," have been ordered to cease and desist from misrepresentation of the product. (5080)

FTC CASES DISMISSED

The Federal Trade Commission has dismissed its complaint against L. & C. Mayers Co., Inc., 385 Madison Ave., New York, which had been charged with misrepresentation in the sale of jewelry, silverware and other merchandise. The respondent has expressed its intention, in writing, to be bound by the Trade Practice Rules promulgated for the Catalog Jewelry and Giftware Industry on December 23, 1943, and has furnished satisfactory evidence of such intention.

The complaint was dismissed without prejudice to the right of the Commission to institute further proceedings in the matter.

The Commission has also dismissed an amended complaint in which it charged Chelf Chemical Co., Richmond, Va., with disseminating false advertisements concerning a medicinal preparation variously designated as "C.C. Compound," "C.C.C.C." and "4 C's." The amended complaint was dismissed after the Commission was advised that the respondent corporation had been dissolved by the State Corporation Commission of Virginia.

Table of Contents
January—September

Page

BROACAST ADVERTISING

Advertising and the War Effort 290
Advertising's Responsibility in Postwar Employment 291
Annual Report 303–306
Audience Measurement 103–315
Avery Speaks at Nat'l Men's Wear Ass'n Convention 17
Avery Speaks at NRDGA Annual Convention ... 8
Department Stores Use Radio 56
"Did You Say Patent Medicine?" 179
General vs. Retail Rates 179
KMBC Adopts New Station Advertising Theme 141
NAB Dept. Expanded 153
NRDGA Promotion Clinic 91–96
NRDGA Promotion Exchange Ready 272
Open Letter to Young & Rubicam, Inc. 203–272
Per-Inquiry—Allen Miller Production 120
Per-Inquiry Deal—Pitluk Advertising Co. 11
Proprietary Ass'n Code of Advertising Practices 198
Questionnaire Sent to All Stations about WAC Recruitment Advertising 239–272
Retail Promotion Plan Annual Report 306
Retail Promotion Plan Continues to Receive Radio-Retailer Acclaim 120
Retail Promotion Plan Results 16
Retail Radio Advertising Must State Tax Separately 145
Sales Managers Exec. and Research Committees Meet in Cincinnati 96

Page
Sales Managers Hear "What Radio Buyers Want To Know" 40
Sales Managers Meetings 1–16–96
Small Market Stations Report 309–317
Standard Coverage Study Under Way 145–341–355
Station Coverage Prime Research Objective 109–313
"Strange Hold" Described as Caress of Freedom 193
Suggestions for Cooperation with WPB Conservation Program 281
Wac Advertising Backed by Industry 272
WPB Declaration of Policy and Retailers Voluntary Program 272

DEFENSE
Advertisers War Effort Contribution 96
Armed Forces Radio Service Thanks NAB for Personnel Information 71
Army ET Has Wide Acceptance 180
Bond Booths on Docks 11
D-Day and the Radio Giant 189
Fifth War Loan 146–155–169–199–222–279
Fourth War Loan 11–71–109
Future War Loans Pose Problems 222–324
More Treasury ET's for Sponsorship 31
NAB War Activities 299–302
Paper Rationing Affects You 11
Sixth War Loan 342
Stations Ask for War Bond ET's 19
Stations Favor Continuance Bond Campaign 18
Stations War Effort Broadcasts 111–161
Step Up Army Nurse Recruiting Efforts 280
Talent Sparks Wave Drive 253
Voluntary Censorship Tightened 24
War Officials Sound Note of Warning on "Surrender" News 341
WROK Sponsors Showing of War Film 85

ENGINEERING
Allocation Hearings 327–341–349–355
Allocation Problems 277–279–292–323
Annual Report 322
Crystals Now Available 89
District Engineering Committee 10
Fixed Condensers Available 110
FM vs. AM Television Sound 64
FM Broadcasters Meet 25
FM Channel Width Studied by Panel #1 261
FM Educational Broadcasting 241
Industrial Sound Equipment 110
NAB Committee Considers Allocations 279
NAB Develops Training Technique for Women Studio Operators 83
NAB Operator Training 56–71
NAB Surveys Broadcasters Use of High Frequency Supplementary Services 240
NAB Technician Pool 110
Post War Broadcast Allocation Proposals 292
Two NAB Staff Directors Address IRE Convention 26

FEDERAL COMMUNICATION COMMISSION
Adair, George P., New Chief Engineer 58
Allocation Hearings 327–341–349–355
Alternate Transmitters Authorized 289
Appropriations 24–33–92
Ask Congressional Policy 247
A T & T Test in 12 Bands Is Approved 205
Attention Focused on Allocations 277
Change in Transcription Rule Not Yet Effective 178
Chairman Fly—Comments on "Don't Change Horses in the Middle of the Stream" 232
Chairman Fly—Denies Rumored Retirement 261
Chairman Fly—Meets with NAB Small Market Stations Committee 178
Chairman Fly—Replies to Complaint vs. WMCA 240
Chairman Fly—Speaks at FMBI Meeting 33
Chairman Fly-Wheeler Hail Radio 171
Comments on KWBU Hearing 329
Committee Appoints John J. Sirica as General Counsel 104
Craven, T. A. M., to Leave Commission 159

Page
Data Re 100-Watt Standard Broadcast Stations 140
Durr, Clifford J., Clarifies Dissent 248
"Good Neighbor" Fellowship Awards 282
Hudson, Robert, to Assist Fly 156
Identification Break Waived 25
Inquiry on Railroad Use of Radio 145
Inspection of Records, Order No. 118 18
James, W. Ervin, Aide to Navy 105
Jenkins, Alexander T., Retires from Commission 329
Jett, Ewell K., Nominated to Commission 7–58
Jorgensen, Norman E., Joins Navy 92
Marks, Leonard, Heads New Facilities Section 193
NAB Comments on Proposed Electrical Transcription Rule 204
NAB Files Brief on FCC Order 118 Amending Rule 51
NAB-FCC Cooperate in Manpower Survey 240
Networks Warned on FM Broadcasting 168
New Application Form 216
New Multiple Ownership Order 31
Newspaper Case Closed 7
Number of Stations—February 42
Number of Stations—March 113
Number of Stations—April 164
Number of Stations—May 208
Number of Stations—June 242
Number of Stations—August 341
Policy on C. P.'s Clarified 23
Proposed Network Recording Rule 31
Railroad Hearings Set 216
Rejects Liberalization, Tightens ET Rule 280
Relay Station Broadcast Licenses Adjusted 180
Renewal Forms Revised 191
Reports FM Bursts to RTPB 192
Revises Multiple Ownership Compliance Procedure 101
RID Alerted 193
Rock Island Permits Granted 180
Rules Amended on Commencement and Completion of Construction 216
Siling, Philip F., Resigns from FCC to Join RCA 281
Statistics on U. S. Communications Industry Out Soon 290
Television Multiples Increased 160
Transcription Announcements 159
Transfer of Control Regulation 12
UAW-CIO Petition vs. WHKC for Hearing 222

GENERAL
Advertising Federation Calls Off Its Annual Convention 122
Air Corps Casualties Available to Industry 145
American Library Ass'n Spots 170
"America's Secret Weapon" Film Available to Stations 147
Boy Scouts Thank NAB 205
Buckendahl, Harry H., Made Vice-President of KOIN 330
Canadian Ass'n of Broadcasters Convention 61
Certificate of Appreciation to Dr. Armstrong 214
Coast Guard Thanks Radio for Commemorative Programs 282
College Degrees in "Radio Journalism" Seen by NAB Radio News Committee 26
Committee Studies College Radio Courses 32
DAR Demands Free Radio 163
"Daylight Saving" Time 154
"Don't Change Horses in the Middle of the Stream" 232
Educators Request More Channels 32
Ellis, Ray C., Addresses RMA Conference 192
Fighting Men Think about Post-War Jobs 242
Get Out the Vote 328
Honorable Chan Gurney on Free Speech 103
Jopkins, Jack, Continues as President of the Florida Ass'n of Broadcasters 121
Identification Break Waived 25
Imported U. S. Radios and Domestic Production Maintain Listening in Britain 19–57
Increased Production Excludes Radio 233

Page
Industry Receives Signal Corps Certificate of Appreciation 205
Industry Thanked by Infantile Paralysis Foundation 55–65
Industry Thanks "Fibber" McGee and Molly for D-Day Coverage Plug 192
Information Wanted on Infringement of a Radio Idea 89
Information Wanted on Matthew Halton Radio Award 164
Information Wanted on "Rape of Radio" Book Cover 19
Inquiry on Power Rates 110
Murphy, Kingsley H., Buys KSO 156
NAB Protests Army Questionnaire 349–355
NAB Receives Red Cross Citation 160
National Ass'n of Evangelicals Questionnaire 11
National Music Week 141
National Thrift Week 11
National War Fund Campaign 327
Nebraska Broadcasters Hold State Meeting 180
New Award Is Created for Radio Contribution to Cause of Democracy 139
No Attempts to Influence News by Advertisers 56
No More Disclaimers 118
"On the Air" Will Show Anywhere 105
Oregon-Washington Broadcasters Meet 96–104
Peabody Awards 342–356
Peabody Award Winners 135
Program Log Information Wanted 110
Proposed Sale of WBT 33
Proprietary Ass'n Code of Advertising Practices 198
Radio Does a Job 77
Radio Figures Prominently in Ad Club War Projects 179
Radio Largest Source of War News 141
Radio Newsroom Manpower Survey 241
Radio Pays Tribute to the YMCA Centennial 206
Radio Praised for D-Day 205
Radio Reduces Absenteeism 4–241
Railroads Test Radio Train Communication 121
Red Cross Promotion Piece 281
Republican Convention Radio Coverage Great Engineering Feat 215
Republican Plank on Freedom of Press and Radio 214
Restrictions on Wholesale Radio Distributors Eased 293
Send Military Addresses to NAB 83–85–137
Service Man Fights for Freedom of the Air 242
Sound of Liberty Bell Recorded for Stations 356
Stations Study Public Likes and Dislikes 56
Trammell Extols Radio and Press 4
Union Theological Seminary Undertakes Radio Survey 193
War Advertising Council Revamps Plans 350
War Department Certificate of Appreciation 213
Watch for Harry Keefe 274
WHAS Has Full-Time Religious Coordinator 233
WHYN Buys Mount Tom 262
WLS Has 20th Birthday 111
Women Staff New NBC Show 91
WOW Begins 22nd Year 111
WRVA Announcements Recover Sailor's Bag 70

GOVERNMENT

Cohen, Phil, to London 168
Crystals Now Available 89
Curtin, D. Thomas, WMC Radio Chief 104
FTC Report on Radio 12
Fetzer, John E., Replaces Ryan at Censorship 69
Henry, Glenn, Leaves WPB 199
Internal Revenue, Talent Tax Status 63
Ludlam, George P., Succeeds Philip H. Cohen at OWI 120
McGee, Charlie H., Leaves WPB 254
McIntosh, Frank H., Leaves WPB 159
More Treasury ETS for Sponsorship 31–57
NAB Program Managers Commend Radio Branch of OWI 328
Navy Department Compliments NAB 41

Page
ODT Salutes Radio 355
OWI Needs Overseas Personnel 64–122
Policy on C. P.'s Clarified 23
Price Censorship Release 260
Restrictions on Wholesale Radio Distributors Eased 293
Signal Corps Presentation Ceremony 262
Smith, Robert J., New Treasury Radio Chief 169
Sub-Committee Considers "Daylight Saving" Time 154
Treasury Salutes Industry 272
U. S. Communications Representatives Confer with Colombian Government 194
U. S. Office of Education Plans Better Equipment for School Radio 216
Voluntary Censorship Tightened 24
War Dept. Recognizes NAB Activity 31
Wartime Censorship Control Committee Disbands 291
WLB After Petrillo 272
WMC Continues Broadcasting in Essential Category 70
WMC Manpower Budget Plan 83
WPB Declaration of Policy and Retailers Voluntary Program 272
WPB Hinges Radio Manufacture on German's Surrender 289
WPB Interprets P-133 154
WPB Radio & Radar Division Revokes Two Orders 329
WPB Transfers & Extends Maintenance Repair Ratings 357

LABOR

AFM Walks Out in WJJD Case 197
Assigned Announcer Fee Principle Opposed 177
CIO & NAB Code 260
Commission Employees—New Policy 2
FCC Sets UAW-CIO Petition vs. WHKC for Hearing 222
Green, William, Says WJJD Strike Unauthorized 118
Hill Billy Recruits War Labor over KWKH 207
Information Needed on Membership of Women Technicians in IBEW Unions 191
NAB Annual Report 303
NAB Labor Post Filled by John Morgan Davis 271
Pancake Turners 52
Speedy Action Follows Appeal to Strikers over Pittsburgh Stations 233
Wage & Hour—Talent Fees 15
Wage Order Affects Broadcasters 232
Wage Stabilization Extended 178
WCOV Wins Arbitration Award 102
WJJD Presents Case 159
WLB After Petrillo 272
WLB Statement on Voluntary Bonuses 160
WMAL Case 136
WMC Appeals Procedure Modified 53

LEGISLATION

Brown & Rankin File Bills Affecting Radio 65
Brown Bill H. Res. 431—Study and Investigation of News Released to Armed Forces 65
Clark Committee Hears Inter-Lochen Ban Story 89
FCC Commissioners Comment on KWBU Hearing 329
International Communications Investigation 83
Limitation on Advertising Broadcasts S. 814 190
NAB Committee Considers White-Wheeler Bill 177
NAB Committee Meets with Chairman Wheeler 70–83
NAB Legislation Annual Report 311
NAB Reviews Legislative Position 190
NAB Revises Legislative Recommendations 24
Prohibit Interference with the Broadcasting of Non Commercial Cultural or Educational Programs 191
Rankin Bill H. R. 4151—Libel and Slander 65
Senator Pepper Advocates Broadcast of Congressional Proceedings 280
Wheeler-Fly on Future of Communications 171

Page

MUSIC

- ASCAP Adds Foreign Catalogue 360
- BMI Board Meeting 197
- Broadcasters Want Stronger BMI 62
- Clark Committee Hears Inter-Lochen Ban Story 89
- Commodore Records 53
- Haverlin Leaves BMI—Joins MBS 89
- NAB at NABET Hearing 356
- Nab Music Committee Confers with ASCAP 139
- National War Labor Board Refers A. F. of M. Refusal to O. E. S. 328
- Resolution Adopted 154
- WJJD Presents Case 159
- Ryan, Harold Elected President of BMI 118

NATIONAL ASSOCIATION OF BROADCASTERS

- Annual Convention 31–197–221–259 271–289–300–327
- Ass'n of Women Directors Stage Big Event 57–222–242
- Audience Measurement Bureau Committee Meets 31
- Avery's Talk Before NRDGA Convention 8
- Board Meeting—February 2 and 3 15–136
- Board Meeting—May 8, 9, 10 153
- Brief Filed on FCC Order 118 Amending Rule 1.5 51
- Broadcasters Discusses Essential Character of Radio 79
- Broadcasters Want Even Stronger BMI 62
- By-Law Change 153
- Code and CIO 260
- Code Committee Meeting 328–341
- Code Committee Report 320
- Code, Controversial Issues 77
- Code Technical and Program Departments Discussed in Bulletin 281
- Comments on Proposed Electrical Transcription Rule 204
- Convention Site and Program Committee Meet 9
- District #2 78
- District #3 79
- District #6 69
- District #8 39
- District #10 39
- District #12 63
- District #13 62
- District #14 41–53
- District #15 104
- District #16 54
- District Engineering Committee 10
- District Meeting Resolutions 39
- District Meetings Schedule 1–7–15–25
- Engineering Committee Considers Allocation 279
- FCC-NAB Cooperate in Manpower Survey 240
- Fetzer, John E., 8th District Director 39
- Finance Committee Meet 9
- Financial Report 306
- Gillin, John J., 10th District Director 39
- Hager, Kolin, 2nd District Director 78
- Labor Post Filled by John Morgan Davis 271
- Legislative Committee Considers White-Wheeler Bill 177
- Legislation Committee Meets with Chairman Wheeler 70–83
- Legislative Position Reviewed 190
- Membership 301–304
- Membership Certificates 105
- Music Committee Confers with ASCAP 139
- Navy Department Compliments NAB 41
- News Committee Plans Council on Radio Journalism 241
- News Sub-Committee Meets 18
- Non-Member Stations Invited to Affiliate with NAB 197
- Operator Training 56–71
- Participation in FCC Allocation Hearings 341
- President's Annual Report 299
- Program Managers Commend Radio Branch of OWI 328
- Program Managers Executive Committee 10–320
- Program Managers Start Series of Bulletins 232
- Proposed By-Law Amendments 231
- Public Relations Meetings 1–25
- Radio News Committee 26–320–329
- Radio News Committee Work Gets Further Co-operation 121
- Research Committee Meets 261
- Revised Legislative Recommendations 24
- Ryan, Harold, New President 29–118
- Ryan, J. Harold, Expresses Faith in Broadcasting's Future 117
- Ryan, J. Harold, Speaks on Radio and War 249
- Ryan, William B., 16th District Director 54
- Sales Managers Hear "What Radio Buyers Want To Know" 40
- Sales Managers Meetings 1–16
- Salt Lake City Broadcasters Meet with Egolf and Avery 54
- Second Edition of "Is Your Hat in the Ring" 261–356
- Secretary-Treasurer's Annual Report 302
- Signal Corps Presentation Ceremony Recordings Ready 262
- Small Market Stations 309
- Small Market Stations Committee Examines Study of Group Selling 167
- Small Market Stations Committee Meets with Chairman Fly 178
- Stringer, Arthur, Receives Signal Corps Certificate of Appreciation 281
- Surveys Broadcasters Use of High Frequency Supplementary Services 240
- Treasury Salutes Industry 272
- Two Board Members Enter Service 249
- War Department Recognizes NAB Activity 31
- Way, William B., Re-elected 12th District Director 63
- Wooten, Hoyt B., 6th District Director 69
- Yocum, Ed., 14th District Director 41–53

PROMOTION

- Annual Report 323
- Design Technique versus Service Requirements—Irwin W. Stanton 45
- Fifth War Loan Radio's Contribution 279
- Iowa Churches Install Loud Speakers to Hear New Bishop Over WHO 281
- Kansas City Goes in for Kid Shows 42
- KMBC Issues Service Brochure 105
- KMBC-FM Makes Commercial Bow in Kansas City 254
- KOB Co-Sponsored Bond Contest 223
- KRNT Column in Iowa Papers 199
- KRNT and KSO Launch "Food for Freedom Fair" 105
- KROY Tells of Public Service 164
- KTSW Establishes Radio Scholarship 156
- KXOK Has New Type Public Forum Broadcast 121
- KXOK's "Jobs for Heroes" Gets Results 84
- Midland Schools Tell Story of War Effort in Book 330
- Parents Acclaim New WMAZ Program 234
- Pioneers Education by Radio in N. C. 241
- Post-War Radio Service 45
- Radio in Service of Home and Nation—Arthur Stringer 48
- Red Cross Promotion Piece 281
- Schedules for KRNT Listeners 223
- Three Stations Combine to Promote Knoxville Market 180
- "Town Meeting" Promoted Drive Over WROK 223
- War Bond First Prize in Contest to Name Program 359
- War Effort Reports 111–161
- WAVE Sells in 4th War Loan Drive 70
- WBIG Plans Morale Series 155
- WBIG to Originate Network Series 199
- WBZ Free Radio Workshop Begins July 217
- WBZ Warcasts Increase Production, Raise Morale 111

Page
WFOY Issues "Thank You" Piece ... 262
WGAR and WJR Survey Stations ... 56
WGAR's Library Promotion ... 32
WIOD's Bond Promotion Clicks ... 217
WJAG Serves in Emergency ... 170
WJR Brochure—"Victory F. O. B." ... 110
WMAZ Cancels Sponsored Religious Programs ... 241
WOPI Observes 15th Anniversary ... 199
WOWO's "Proudly We Hail" ... 147
WQAM Issues "Service" Brochure ... 164
WGAM Juvenile Delinquency Program ... 163
WRVA Campaign Producing "Smokes for Our Wounded" ... 170
WRVA Careless Talk Slogan Contest ... 90
WTAG Show Produces Bond Sales ... 206
WTIC's Unique Wartime Program ... 141
WWNC Issues News Program Schedule ... 199

PUBLIC RELATIONS
American Home Campaign Contest ... 85–242
Annual Report ... 319
Chicago School Broadcasts Grow ... 273
Children's Programs Discussed ... 179–273
Deadline on Photos for NAB Public Relations Book ... 193
Egolf Addresses Radio Council of Greater Cleveland ... 26
Egolf Speaks on Venereal Diseases ... 147
Fifteenth Institute for Education by Radio ... 123
Free Radio Explained by Radio ... 221
KFI Points Up Fight on Venereal Diseases ... 147
KTSM Booklet on El Paso Radio Forum ... 85
Lewis, Dorothy, Fall Tour ... 358
Lewis, Dorothy, Schedule Southern Tour ... 85
Listener Activity ... 343
Listener Activity Annual Report ... 321
Meetings ... 1–25
NAB Ass'n of Women Directors Stage Big Event ... 57
NAB Participates in Ohio Institute ... 155
Notes from Listener Activity Office ... 234
Radio Councils of New York ... 359
Radio Councils Activities ... 19–26–231
Radio Education Conference Planned for New York ... 292
Radio Facilities and Activities Surveyed in New Jersey Schools ... 207
Radio Farm Directors Organize Ass'n ... 154
Radio News Committee ... 320
Radio Women at White House ... 198
Results of AWD General Survey of Women's Programs ... 122
Rochester Hospital Council Broadcast ... 91
School Broadcast Conference Set ... 273
"Tell Us About Radio" ... 90
Three New Radio Councils ... 292

RADIO TECHNICAL PLANNING BOARD
Allocation Panel Meets ... 233–261
Changes Name of Panel #5 ... 222
FCC Reports FM Bursts ... 192
FM and Television Panel Meetings ... 119
FM Jurisdictional Dispute ... 293
NAB Engineering Report ... 322
Panel #3 Meeting ... 55
Panel #4 Meeting ... 2–154–233
Panel #5 Meeting ... 56–162–222
Panel #6 Meeting ... 64
Frazier, Howard, Testifies for Panel #4 ... 357

RESEARCH
Advice on Questionnaires ... 349–355

Page
Annual Report ... 313
Audience Measurement ... 315
Data Re 200- to 500-Watt Stations ... 121
NAB Committee Meets ... 261
Population Shifts ... 65
Radio Families ... 17
Research and Sales Managers Exec. Committees Meet in Cincinnati ... 96
Small Market Stations Report ... 317
Standard Circulation Presented to ANA and AAAA ... 341
Standard Coverage Study Under Way ... 145
Station Circulation Plan Progresses ... 355
Station Analyses ... 318
Station Coverage ... 313
Station Coverage Prime Research Objective ... 109

SELECTIVE SERVICE
Communications Common Carriers Denied Deferments ... 109
New Developments ... 95
WMC Continues Broadcasting in Essential Category ... 70

TAXATION
Annual Report ... 313
Excess Profits Tax ... 316
How to Mention Federal Excise Tax in Retail Radio Advertising ... 167
Retail Radio Advertising Must State Tax Separately ... 145

TELEVISION
Dr. DeForest on Television ... 254
Joyce Forecasts Television at NRDGA Promotion Clinic ... 96
Meetings ... 32
Multiples Increased ... 160
Small Market Stations in Television ... 168
Stations Listed ... 32
Television in Spotlight ... 145
WHYN Buys Mount Tom ... 262

TUBES
Increased Tube Production is Under Way ... 241
NAB Predicts More Tubes in Last Half of Year ... 214
Views on Production Differ ... 2
WPB Revokes Two Orders ... 329

NAB SPECIAL BULLETINS

A. F. OF M. ... #24–28

ANNUAL REPORT ... Vol. 12, #35

THE BEAM ... Vol. 12, #1–3

BROADCAST ADVERTISING ... #9–11

INFORMATION ... #17

LEGISLATIVE ... Vol. 12, #1–12

MUSIC ... Vol. 12, #1

PROGRAM MANAGERS ... #1–3

REEMPLOYMENT ... #1

SELECTIVE SERVICE ... #17–22

SWAP ... #46–53

WAR ... #15–16

WAR CONFERENCE ... #1–2

NAB Reports
NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 41, October 13, 1944

PETRILLO REJECTS ROOSEVELT PLEA

James Caesar Petrillo, President of the American Federation of Musicians, to whom President Roosevelt appealed last week to accept the directive order of the War Labor Board and lift the recording ban (see NAB REPORTS, page 265), has refused to comply. Following is the telegram sent by Petrillo to President Roosevelt at the White House:

"DEAR MR. PRESIDENT:

"In response to your communication of October 4th, I called a meeting of the International Executive Board of the American Federation of Musicians for October 9th at Chicago for the express purpose of acting upon the subject of your telegram. All members of the International Executive Board were present at the meeting and gave full and deliberate consideration to your telegram. I am directed respectfully to communicate to you the following which represents the unanimous action of the Board.

"The Executive Board is of the opinion that were all of the facts and circumstances pertaining to this so-called recording controversy made known to you, knowing your position on labor's rights and your humanitarian viewpoint, you would not ask it to reverse the unanimous action of three conventions and by which action the International Executive Board is bound. There is, evidently, a misapprehension concerning the so-called ban with respect to the making of mechanical recordings and transcriptions. A ban was imposed by order of the convention of the American Federation of Musicians at Dallas, Texas, in June, 1942, effective as of August 1st, 1942. This ban applied to all companies and persons engaged in the manufacture of recordings and transcriptions. It is no longer in existence except as to the two companies who now seek competitive advantage over one hundred and five other companies and persons who have entered into contractual arrangements with the American Federation of Musicians and who are now engaged and have been engaged for over a year in the making of recordings and transcriptions. Thus the issue as it existed in August, 1942, has been resolved except for two companies who, as will be more fully pointed out later in this telegram, have refused to abide by the solution procured through the efforts of a panel of the War Labor Board.

"The International Executive Board recognizes the fact that it is impossible for you to look into this entire controversy from its inception, that is, from August 1, 1942, or twenty-six months ago. It is only because of the seriousness of the circumstances and problems confronting the American Federation of Musicians of the United States and Canada that the Board and I presume to impose upon your time by setting forth in some detail the more important facts involved in this matter. Unless fairness and justice prevail a wrong determination may destroy our profession and the livelihood of thousands of members.

"May I respectfully direct your attention to this outstanding fact, that is, one hundred five contracts have been signed to date with the Federation of Manufacturers engaged in the making of recordings and transcriptions. All of them are patterned after the contracts which were approved by the panel of the War Labor Board and which were obtained through its efforts at mediation and conciliation.

"A most important clause in these contracts provides that if we give any person or company a better contract or more favorable terms and conditions than the existing contracts, the latter must be reformed so as to include the changes and more favorable terms and conditions given to such others. Therefore, to request us to resume employment with these two companies who refused to sign contracts with us for the employment of our members, and to work for these two companies on terms different than those now prevailing would be to destroy the benefits and advantages of the one hundred and five existing contracts.

"There has been some talk by others that we have struck against these two companies. We have never struck against any of these companies and certainly we have never struck against the Government. During this entire controversy we have made records and transcriptions for practically every Governmental agency, for the armed forces of the United States and our allies, in the overwhelming number of cases without any compensation, and we are continuing to do so. With respect to our patriotism, it is second to none as the following recital of facts will clearly demonstrate.

"The Special Service Division of the army is now pressing over 225,000 musicial records monthly and distributing them to the men in the army as well as the personnel of the navy. These records find themselves in the remotest fox-holes in the combat areas wherever the war is fought. The Special Service Division allows no budget for this work and it is done gratuitously by the members of the American Federation of Musicians.

"Our donation in service to the Coordinator of Inter-American Affairs Office has been evaluated by Mr. Rockefeller in excess of One Million Dollars. This applies also to our gratuitous efforts with respect to the Office of War Information, where Mr. Robert Sherwood has estimated that if he were required to pay for the free music via recordings and transcriptions that he receives for overseas service, it would total not less than One Million Dollars.

"Thus, Mr. President, you can readily see that, where the war effort was and is involved, we have responded without hesitation. That is certainly manifest from the fact that we have supplied our members to do governmental work for the two companies who refused to contract for the employment of our members for civilian work.

"In addition, our outstanding name bands and symphony orchestras are daily appearing in army camps, cantonments, hospitals, bond drives and wherever members of the armed forces are congregated. All these services are being given gratuitously and can be evaluated at millions and millions of dollars.

"The following list of agencies, governmental, educational and charitable, have also been beneficiaries of our gratuitous services on behalf of the war effort:

"U. S. Department of Agriculture, Treasury Department, U. S. Department of Labor, War Department—Bureau of Public Relations, Special Service Department, etc., War Manpower Commission, War Shipping Administration, Department of the Interior, War Production Board, Farm Credit Administration, Department of State, Social Security Board, Office of Facts and Figures, N. Y. Department of Health, various divisions of the U. S. Army Air Forces, U. S. Army Infantry, etc., U. S. Naval Air Station, Photographic Science Laboratory, U. S. Army Service Forces, Signal Corps Photographic Center, U. S. Coast Guard, Third Naval District, Naval Office Procurement, U. S. Navy Bureau of Aeronautics, U. S. Maritime Service, Civil Air Patrol, Division of War Training, U. S. Marine

(Continued on page 378)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel for Labor Relations.*

(Continued from page 377)

PETRILLO REJECTS ROOSEVELT PLEA

Corps, various radio stations, recordings for moral purposes overseas and in this country, use of guests—men in uniform, permission for defense plants to use recordings for employees, American Red Cross, USO, National War Fund, Greater New York Fund, Salvation Army, YMCA, Office of Civilian Defense, ENSA Committee, National Safety Council, Auroratone, Writers War Board, Russian War Relief, Cuban Consul General, British Broadcasting Corporation, British-American Ambulance Corps, Belgian Information Center, Royal Norwegian Information Services, Royal Norwegian Air Force, United China Relief, Consul of Poland, Australian News and Information Bureau, Catholic Charities, Bundles for Britain, Navy Relief Society, Army Emergency Relief, Freedom House, Boys Town—Father Flanagan, American War Dads, American Jewish Committee, Community Chests and Councils, Inc., Hadassah, National Labor Committee for Palestine, Pocket Testament League.

"The foregoing, Mr. President, does not take into consideration the many millions of dollars of service rendered by 735 of our local unions for the armed forces. We believe that this record of cooperation with the government and armed forces has no greater parallel in the history of this war.

"At the expense of repetition, but only for the purpose of emphasizing one of the important points to be considered, we declare that the refusal of the two companies to employ our members on the same terms and conditions now prevailing in the industry is not a violation of the American Federation of Labor's no strike pledge. The American Federation of Labor has kept its no strike pledge and we have cooperated with it in that regard. However, in the matter of this particular controversy, the American Federation of Labor Convention in Toronto, Canada, in October, 1942, after a full consideration of the matter not only declared that it did not involve the no strike pledge, but it endorsed the position of the American Federation of Musicians by an unanimous vote.

"As the Director of Economic Stabilization has clearly pointed out, the making of the records to which the ban pertains has no connection with the war effort. They are purely for civilian use. We offered to make records free for the Army and Navy to be used in juke boxes, provided the members of the armed forces could hear them played without having to deposit a nickel to hear them. The Navy Department advised us that the Navy Personnel were acquiring records in sufficient quantity to meet their recreational and entertainment needs. The War Department likewise, has advised that the present arrangements between the Federation and the War Department were most satisfactory and it was desired that the arrangements remain unchanged.

"Much is made of the fact that, as President of the American Federation of Musicians, I had made the statement that in the event the President of the United States asked me to lift the ban I would comply with such request. I did make that statement. It was made at the Dallas Convention in June, 1942. I repeated it on January 12, 1943, before the sub-committee of the Interstate Commerce Committee of the United States Senate in response to a question put to me by Senator Clark. At that time no records were being made by us for any record manufacturers and no such manufacturers saw fit to ask you to intervene, but sought instead, through court procedure and through a Senate investigation to compel us to make records without regard for either our rights or our desires. Now, however, we are making records to the extent of nearly four million per month for one hundred and five companies and have been doing so for many months under a form of agreement which neither Columbia nor RCA are willing to accept.

"Mr. President, our membership has had and now has great confidence in you. We are all aware that, while others objected to your handling of their problems, our organization through me was willing to have you do so. We waited for the employers to join with us in this request to have you consider the matter. The employers, however, did not do so. On the contrary, after many tricky attempts to defeat the Federation by instigating a Senate investigation of, and an anti-trust suit against the Federation, some of the companies filed a petition with the War Labor Board. The two companies now objecting did not petition at the time other companies first filed the petition. They waited several months. As a result of the filing of the first petition, the situation has completely changed which, of course, has affected the handling of this controversy by you under the offer I made to Senator Clark and his Committee. For instance, the one hundred and five contracts were entered into subsequent to the offer I made Senator Clark, and these contracts as explained above resulted from the panel's efforts to settle the controversy.

"It was because of the confidence the organization and I had in you, Mr. President, that I made the offer referred to. It was circulated widely and published in the press. The companies now seeking your aid knew of that offer. Although it was not a direct invitation to them to meet with you and me in order to have you determine the matter at that time, nevertheless it certainly must have occurred to them that in view of my offer they could have asked you to look into the situation and determine it if necessary. Evidently they did not have confidence in you, then, for they did not ask you to request me to comply with the offer I made. On the contrary they set in motion the machinery of the War Labor Board believing that that might work to their greater advantage. Now, twenty-six months after the ban was imposed, realizing that the circumstances have greatly changed, virtually making it impossible to lift the ban as to these two companies without disrupting the relationships brought about by one hundred and five existing contracts, they run to you, Mr. President, and ask you to aid them.

"By virtue of the one hundred and five contracts which conform to the settlement agreed upon by the American Federation of Musicians and certain companies, at the instance of the War Labor Board, the American Federation of Musicians has been placed in a position whereby the offer made by me no longer has any further application. That is clearly the case because to give these two recalcitrant companies different terms than have been given to the one hundred and five companies would cause great confusion and disruption of existing peaceful labor relations with the one hundred and five companies.

"To direct members of the American Federation of Musicians to work for these two companies would inevitably result in incalculable harm to our membership, the only good that would come out of the lifting of the ban would be to permit these two companies to resume the manufacture of records for civilian use with resulting tremendous profits to them, and that would be accomplished by taking the business away from those companies who have signed with the American Federation of Musicians and who are now supplying the public with all necessary recordings.

"We have referred to the anti-trust case, which was instituted against the Federation by the Anti-Trust Division of the Department of Justice. This occurred October 12, 1942. After a full hearing before Federal District Judge Barnes at Chicago, the court denied the government an injunction and dismissed the suit upon its merits. The case was appealed to the Supreme Court of the United States. That court approved the holding of the District Court to the effect that we were not violating any law of the United States, and that we had a lawful right to take such action to preserve our livelihood.

"Mr. President, as a matter of fairness there is only one solution to this problem the Federation can accept and that is for these two companies to sign the same contract as the one hundred and five other companies have signed if they wish our members to work for them in making recordings and transcriptions. It must be remembered that these are not contracts containing arbitrary terms submitted by the American Federation of Musicians. The contracts as explained before, result from the efforts at mediation by the War Labor Board itself. These contracts have not been disapproved of by the War Labor Board, on the contrary the War Labor Board Panel stated that the terms and conditions are not contrary to sound social policy. Therefore, if these companies are anxious to make records for civilian use and desirous of procuring the services of musicians affiliated with the American Federation of Musicians, in justice and fairness they ought to do so by agreeing to the same terms and conditions as the one hundred and five of their competitors have agreed to and under which our members are now working.

"The Federation is aware that this case is a small matter compared with the many tremendous problems of national and international importance which are confronting you today, but it is one of the greatest fights in which organized labor has ever been involved, a fight for the maintenance and preservation of basic fundamental rights, a fight to preserve free labor as against conscription and involuntary servitude. Knowing your position on human rights, we are sure you would not want to impose unjust and harmful conditions upon thousands of musicians or anyone else for that matter."

The President, in his telegram to Mr. Petrillo, simply requested that he comply with the order of the War Labor Board issued on June 15, 1944. That order follows:

THE NATIONAL WAR LABOR BOARD

In the Matter of

ELECTRICAL TRANSCRIPTION MANUFACTURERS

and

AMERICAN FEDERATION OF MUSICIANS, AFL

June 15, 1944

Case No. 111-2499-D

(Columbia Recording Corp., RCA Victor Division of Radio Corporation of America, Interveners)

Directive Order

By virtue of an pursuant to the powers vested in it by Executive Order 9017 of January 12, 1942, the Executive Orders, Directives and Regulations issued under the Act of October 2, 1942, and the War Labor Disputes Act of June 25, 1943, the National War Labor Board hereby decides the dispute between the parties and orders that the following terms and conditions of employment shall govern the relations between the parties:

1. The agreements entered into between the Federation and various transcription and recording companies settling their disputes do not require the approval of the War Labor Board, since the payments to be made thereunder by the Companies to the Union for the benefit of the Employment Fund are not wage adjustments within the meaning of the wage stabilization program.

2. The ban upon playing or contracting for "recordings, transcriptions or any other form of mechanical reproductions of music" by members of the Federation, resulting from the action of the Federation on June 25, 1942, shall promptly be withdrawn.

3. The Federation and the three remaining Companies which are parties to this dispute shall endeavor to reach an agreement regarding the amounts and the schedule of escrow payments to be made by the Companies.

4. If no such agreement is reached within fifteen days from the date of this directive order, and if the time for negotiation is not extended by mutual consent, the parties shall report to the Board their respective positions. The Board will then determine the amounts and the schedule of escrow payments and order that the payments be begun.

5. After the amounts and schedule of escrow payments have been fixed by agreement or by the order of the Board, the parties shall endeavor within thirty days (or within such further period as they may mutually specify) to reach an agreement regarding the method of distribution of the payments—by whom, to whom, for what purposes, and for how long the payments should be made.

6. If no such agreement is reached within the time limited, the parties shall have a further period of ten days (which may be extended by mutual consent) within which to endeavor to agree upon the composition of an Arbitration Board and the frame of reference within which such a Board shall render a decision that shall be final and binding upon the parties.

7. If Step (6) is exhausted without agreement, the parties shall report to the War Labor Board their respective positions, and the War Labor Board will then appoint an Arbitration Board and determine the frame of reference within which the Board so appointed shall render a decision which shall be final and binding upon the parties.

The foregoing terms and conditions shall be incorporated in a signed agreement reciting the intention of the parties to have their relations governed thereby, as ordered by the National War Labor Board.

Representing the Public:	Representing Industry:
William H. Davis, Chairman	J. Holmes Davis
Geo. W. Taylor, Vice Chairman	Vincent P. Ahearn
Lloyd K. Garrison	Frederick S. Fales
Frank V. Morley	Walter T. Margetts

Dissenting:
Representing Labor:
John Brophy
Van A. Bittner
George Meany
Matthew Woll

Upon being advised of Mr. Petrillo's refusal to comply with the President's request, William H. Davis, WLB Chairman, stated that the matter was no longer in the War

In Memoriam

W. E. MacFarlane, 60, Vice President of Radio Station WGN, and Chairman of the Mutual Broadcasting System Executive Committee, passed away on Tuesday (10), from heart disease, at his suburban Lake Forest home. Mr. MacFarlane was recognized as one of the strong figures in the radio industry. While his experience was essentially in the newspaper field and he was, at the time of his death, business manager of the Chicago *Tribune* and a director of the American Newspaper Publishers Association, he nevertheless played a prominent part in the affairs of the radio industry. His passing removes a useful leader and will be regretted by all within the industry.

He is survived by his wife, Alice, and two sons.

Labor Board's hands but was wholly up to the White House.

It is understood that the entire matter has been referred by President Roosevelt to Director of Economic Stabilization Fred M. Vinson.

ALLOCATION HEARINGS CONTINUE

The Allocation Hearings before the Federal Communications Commission continued throughout Thursday, Friday and Saturday of last week and were resumed on Tuesday morning (10). International broadcast was the subject of the hearing on Thursday (5).

Elmer Davis, Director of the Office of War Information, was the first witness. He was followed by Nelson A. Rockefeller, Coordinator of Inter-American Affairs. Curtis P. Plummer, radio engineer in the Broadcasting Engineering Division, FCC, then testified, followed by Guy Raymond, Radio Facilities Engineer of NBC, but appearing as Chairman of Committee 3, Panel 8, of the RTPB. Paul W. Kesten, CBS Executive Vice President, was followed on the stand by James D. Shouse, Vice President in Charge of Broadcasting, Crosley Corporation. J. E. Tapp, Director of Engineering, Associated Broadcasters, Inc., San Francisco, was then heard and Walter S. Lemmon, appearing for the World Wide Broadcasting System was another witness.

The foregoing witnesses concluded the testimony on international broadcasting. The sessions throughout the present week and probably continuing to the week beginning October 15, are devoted to broadcast services. Services are appearing in the following order: standard broadcast, FM commercial broadcast, FM non-commercial (educational), television, facsimile, and supplemental broadcast services.

Those heard by the Commission in connection with standard broadcasting in the order named were: C. H. Owen, Chief of the Hearing Section of the Broadcast Division Engineering Department of the Federal Communications Commission; Howard S. Frazier, Chairman, Panel 4 on Standard Broadcasting, Radio Technical Planning Board; Panel F. Godley, Consulting Radio Engineer, appearing as a Panel 4 witness; J. Harold Ryan, President of the National Association of Broadcasters; Paul F. Peter, NAB Director of Research, and William B. Lodge, Acting Director of Engineering for the Columbia Broadcasting System.

After the testimony on standard broadcasting, the Commission heard the following witnesses on behalf of FM broadcasting: Cyril M. Braum, Chief, Non-Standard Broadcast Application Section, Broadcast Division, Engineering Department, FCC; C. M. Jansky, Jr., Chairman of Panel 5, RTPB; Walter J. Damm, President, FMBI; W. F. Cotter, Stromberg-Carlson Company; J. E. Brown, Zenith Radio Corporation; P. B. Laeser, FM Television Engineering Supervisor, Milwaukee Journal radio station; T. A. M. Craven, Vice President, Cowles Broadcasting Company; Paul W. Kesten, Executive Vice President, CBS; William B. Lodge, Acting Director of Engineering, CBS.

NAB is printing in bulletin form the complete transcript of the hearings covering broadcast services. All broadcasters are urged to familiarize themselves with the proceedings before the FCC by reading the Special Allocation Hearings Bulletins which are mailed with NAB REPORTS while the hearings are in progress.

FCC EMPLOYEE DATA FORMS

Last week the FCC Accounting Department mailed to all stations the annual forms for reporting employee and pay-roll data. The information is to be furnished for the week beginning October 15, and the forms are to be returned to the Commission by November 15.

Stations are urged to cooperate with the FCC in completing the desired information and returning the forms to the FCC as quickly as possible.

It will be recalled that the FCC has cooperated with the industry in making this information available for industry use as quickly as it can be tabulated. Last year the information was available to the industry before January 1.

Your cooperation is needed.

FCC SHOWS INTEREST IN HOME RECEIVER STANDARDS

During 1944 individuals and organizations in the United States and Great Britain have begun actively to discuss standards for home receiving sets. It is gratifying to broadcasters that James Lawrence Fly, chairman, Federal Communications Commission, exhibited active interest in the subject on Monday, Oct. 10, during the current FCC allocation hearings. At that time he asked Howard Frazier, NAB Director of Engineering, whether there had been any efforts to get certain minimum engineering standards for receivers agreed upon as an industry matter.

The following passages are quoted verbatim from the official transcript of the hearing in question:

> "The CHAIRMAN: Mr. Frazier, before you go to that, what in general is the outline of the work done by the Receiver Committee? (of the Radio Technical Planning Board)
>
> "FRAZIER: That is covered completely in one of the exhibits, Mr. Chairman. I will refer to that in a few more moments.
>
> "The CHAIRMAN: I wondered if there had been any effort to get certain minimum engineering standards for receivers agreed upon as an industry matter.
>
> "FRAZIER: That was considered, Mr. Chairman, I believe by the Receiver Committee, and it was the consensus of opinion at that time that they would rather do that through other channels.
>
> "The CHAIRMAN: Was that taken as meaning they were not going to do it or they were going to do it through other channels?
>
> "FRAZIER: I think it will be undertaken through other channels."

In January of this year Arthur Stringer, NAB Director of Circulation, discussed this matter before the members of the Institute of Radio Engineers at their annual midwinter meeting in New York City.

A few days later the same subject was included in the agenda of the Receiver Committee, Radio Technical Planning Board. This group apparently concluded that it was powerless to bring about reform under discussion. At any rate nothing constructive on minimum receiver standards has yet been made a part of the record.

The expressed attitude of many manufacturers, on query by Panel 4, RTPB, was negative. One major manufacturer wrote:

"It is felt by this company that quality of reproduction and reception with respect to broadcast receivers cannot be sufficiently well defined to warrant the making of a recommendation in this regard. (Engineers of equally reputable concerns take the opposing view.) In general, the quality of a product largely depends on the integrity of the manufacturer and his ability to compete with other manufacturers to provide the highest quality at the least cost. No further control is felt to be necessary or desirable.

"With respect to field service of set components and ease of replacement, the manufacturer is always at the mercy of the dealer and the service man, and failure to observe this requirement has a profound effect on sales acceptance. This would seem to provide sufficient incentive for the manufacturer to provide easily serviced designs. Accordingly, we have no specific recommendation to make."

Broadcasters know and appreciate the fact that the tremendous influence of broadcasting stems from the wide ownership of receivers in this country, 60 million of them.

At the same time they realize that it is possible for receiver engineers to develop modestly priced instruments, well within the means of mass market purchasers, but whose annual maintenance costs would be substantially lower.

Broadcasters, backed by the entire service industry, have repeatedly suggested, without measurable results up to this time, that manufacturers should improve design to provide easy installation of repair parts. Millions of sets are produced in the apparent belief that they will never require maintenance repairs. When such repairs come, and they always do, their cost to the owner may frequently exceed the manufacturer's cost.

A "Hot" Subject in Great Britain

The subject of "Post-War Set Design for Easy Service" was brought to the attention of the British radio trade in a series of articles in "The Wireless & Electrical Trader," beginning July 29, 1944.

Few dissentients were reported by the magazine. Several held that the service engineer could not advise the designer, since he knew nothing of production.

"This however, was not the point made in the first article," commented the magazine.

"The idea was that the service engineer should indicate to the designer (who probably knows nothing of service work) those points in design which caused difficulties. It would then be the job of the production engineer to endeavor to avoid these difficulties. Many of the faults complained of would not affect production one way or the other.

"Turning now to the suggestions made by various correspondents, we find certain points coming up again and again, and their reiteration is clear evidence that they ought to be attended to by designers."

NAB BACKS RADIO CORRESPONDENTS' REQUEST

The Radio Correspondents Association, an organization comprising the radio commentators and news correspondents in the nation's capital, were tendered a luncheon on Monday (9) by Earl Goodwin, President. While the primary purpose of the luncheon was to afford a setting for the presentation of tokens of esteem from the four radio networks to D. Harold McGrath, superintendent of the Senate Radio Gallery, and William Vaughan, acting superintendent of the House Radio Gallery, some attention was given to the activity which was launched by the Radio Correspondents Association looking to the assignment of additional space in the Capitol for the use of Association members.

NAB Public Relations Director Willard Egolf represented the Association and was one of the invited speakers. Following is the text of his remarks:

"It gives me particular pleasure to be here today as a representative of the National Association of Broadcasters because the last few years have made this industry increasingly conscious of its possibilities and responsibilities in the presentaton of news. Twenty-odd years ago news broadcasts consisted almost wholly of announcers reading verbatim reports from local newspapers. The radio news business has grown tremendously since then. I don't know—and I don't think anyone else does—how much more it will develop . . . but it is certainly not going backward. It will not abandon new techniques of on-the-scene reporting, both at home and from abroad.

"That's especially true of Washington. It is understatement to say that the war has made this city one of the most important of world capitals. It has become a focal point in the gathering and reporting of news . . . a crossroads for statesmen and diplomats and soldiers and all varieties of experts on every conceivable topic of human interest. In the times ahead, no one can be well-informed unless the news from Washington is thoroughly and accurately reported. Both the radio industry and the public are going to look with increasing attention toward the corps of newsmen who comprise the Radio Correspondents Association for a full account of world developments.

"Perhaps we are just beginning to realize that. If we realized it before, we are at least beginning to do something about it. The history of our industry will show that it has had to fight a lot of fires, and fire-fighting takes time and attention from the job of building for the future and initiating even the most widely recognized projects. In the NAB, the committee on news is barely a year old. The members of that committee felt from the start that it must assess more clearly and definitely the whole relationship between radio and news reporting. One of the most urgent problems before Congress, the administration and the American people is to find a means of providing a free interchange of news everywhere. If radio is going to report the news all over the world, we have an interest in eliminating every form of censorship. We need to make that interest articulate. We need to support our government in its efforts to give reporters free access to news, and to provide facilities for its transmission.

"In order to do that, radio management as such should know as much as possible about the practical problems which are encountered by newsmen in the field. There is room for closer coordination between the executive branches of the radio industry and the men who are reporting news. At the recent NAB Executives War Conference in Chicago, the Radio News Committee provided for a liaison committee to work with the Radio Correspondents Association. As it is now time for the President to appoint new members for all Committees in NAB, a procedure which follows each annual membership meeting, we should be able to announce in a few weeks the names of the men who are to work with the Radio Correspondents Association in Washington.

"These men will be available to the Radio Correspondents Association for consultation any time they are wanted. And I hardly need add that my office is always ready to provide any assistance possible, likewise Arthur Stringer, who is secretary of the Radio News Committee. I could spend a lot of time telling you about the various projects of the Radio News Committee. One is the installation of courses on radio journalism in the schools and colleges of America, which is well on its way. But I will move on quickly to a topic discussed by the very first meeting of the Committee, in September of 1943. It was: 'Recognition of radio news and radio news personnel.'

"Now, how will that policy be applied here in Washington? One project which occurs to me off-hand is that of providing better quarters for radio newsmen in the Capitol. I remember when radio first began to broadcast play-by-play accounts of football games. In most stadiums we were provided or allowed to construct a wooden broadcasting booth which resembled one of Chic Sale's specialties—and this rested none too gloriously on top of the press box. The press box usually had been built with the stadium and was of strong concrete, with steel casement windows, wherein our brothers of the press snugly hammered out their reports with the aid of full telephone and telegraph service, hot and cold running water, steam heat and sometimes a couch and dumb waiter. We are not unduly envious of our brothers of the press who preceded us so long in the field of reporting but we felt that we were performing a service which needed top-notch facilities, too, and finally we got them—or a reasonable facsimile, anyway.

"We know the space set aside for radio reporters in the Capitol is—well, let's say pretty cramped—by comparison with the space allotted to newspapermen and press associations in the corridors adjoining the House and Senate. It won't be long before the radio gallery office-space is inadequate. There are already half a dozen stations in different parts of the country with their own Washington correspondents. A tendency is developing to feed special regional Washington reports directly to stations in other parts of the country. As time goes on, there will undoubtedly be more programs of that type. NAB is naturally eager to see that Congress provides adequate facilities—comparable to the press facilities—for the enlargement of radio news coverage. There are more than 900 radio stations in the United States—and there are hundreds more in other countries which in the course of time will receive radio news regularly from the United States. Their vast audiences will not be content with a second-rate or limited presentation of news from Washington.

"NAB recognizes that it has a definite role to play, in cooperation with the Radio Correspondents Association, in working out the progressive betterment of radio news coverage in the period ahead. Thank you."

ORIGINATOR OF LIBERTY BELL RECORDING IDEA FOUND

The origin of the idea of recording the sound of Liberty Bell for use on American radio stations on V-Day has been traced to David Moore, of Glastonbury, Connecticut. Mr. Moore first called Paul Morency, Manager of WTIC, Hartford, who suggested that the idea be forwarded to NAB. This was done through Mr. Kenneth B. Warner, President of the American Radio Relay League.

A pressing has been sent to Mr. Moore, together with a letter of thanks from NAB.

NEW YORK STATE D. A. R. COMMENDS RADIO'S WAR SERVICE

The following resolution was passed at the recent conference of the New York State Organization of the Daughters of the American Revolution:

WHEREAS: Radio in the United States of America is a free institution, the product of free enterprise and participated in by all people, and

WHEREAS: it is rendering essential strategic service to America and her Allies in the successful prosecution of the war at home and abroad, and in the saving of lives.

THEREFORE BE IT RESOLVED: that the New York State Organization of the Daughters of the American Revolution at their 49th annual conference, offer their appreciation to the broadcasters and further express the hope that radio continue its public service by using its facilities in helping to solve the vexatious problems of postwar and in fostering international understanding.

CAMPAIGN ENDS WITH WFOY BICYCLE RODEO

Showmanship, special events, and public service were incorporated in the WFOY Bicycle Rodeo recently staged (Sept. 24) in St. Augustine, Florida, at Francis Field. Between 1200 and 1500 people filled the grandstand and bleachers to overflowing. Hundreds of men of the Armed Services were in attendance.

The Rodeo included such events as bicycle polo, bicycle races, stunts, riding a 100-foot plank, 6 inches in width, motor-bikes race, Parade of Beauty, and Queens of the Rodeo. Twenty-three of St. Augustine's sun-tanned beauties, clad in shorts, made a big hit with the spectators. All events were broadcast over the station and were carried over the WFOY sound system installed in the park. One hundred twenty-five dollars in cash were given away in prizes.

The Rodeo was sponsored by 23 of St. Augustine's leading business firms and was the climax of a four-week safety campaign over the station. Two hours daily were devoted to safety rules, regulations, and hints. It preceded the opening of the school season in the nation's oldest city. It is believed to be the first time that a Bicycle Rodeo with its entertainment, public service, and commercial angles has been used by a radio station. The Bicycle Rodeo was a product of General Manager J. Allen Brown and his staff.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, October 16. They are subject to change.

Monday, October 16

Further Consolidated Hearing

WICA—WICA, Inc., Ashtabula, Ohio—C. P. to change hours and install DA-night, **970 kc.**, 1 KW, unlimited, DA-night.

WWSW—WWSW, Inc., Pittsburgh, Pa.—C. P. to change frequency from **1490 kc.** to **970 kc.**, increase power from 250 watts to 5 KW, unlimited time, DA-night.

Tuesday, October 17

Consolidated Hearing

NEW—The Finger Lakes Broadcasting System (Gordon P. Brown, Owner), Geneva, N. Y.—C. P. for a new station to operate on **1240 kc.**, 250 watts, unlimited time. (Requests facilities of WSAY when vacated.)

NEW—WARC, Inc., Rochester, N. Y.—C. P. for new station to operate on **1240 kc.**, 250 watts, unlimited time. (Requests facilities of WSAY when vacated.)

NEW—Rochester Broadcasting Corporation, Rochester, N. Y.—C. P. for new station to operate on **1240 kc.**, 250 watts, unlimited time. (Requests facilities of WSAY when vacated.)

NEW—Seneca Broadcasting Corp., Rochester, N. Y.—C. P. for new station to operate on **1240 kc.**, 250 watts, unlimited time.

Wednesday, October 18

Further Hearing

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Renewal of license (main and auxiliary); **950 kc.**, 1 KW (main), 500 watts (auxiliary), daytime (main), auxiliary purposes only (auxiliary).

Thursday, October 19

WMC—Memphis Publishing Co., Memphis, Tenn.—Renewal of license (main and auxiliary); **790 kc.**, 5 KW (main), 500 watts (auxiliary), unlimited (main), auxiliary purposes only (auxiliary).

Friday, October 20

Consolidated Hearing

NEW—Birney Imes, Jr., Meridian, Miss.—C. P., **1240 kc.**, 250 watts, unlimited.

NEW—Mississippi Broadcasting Co., Inc., Jackson, Miss.—C. P., **1240 kc.**, 100 watts, unlimited.

NEW—Mississippi Broadcasting Co., Inc., Macon, Miss.—C. P., **1240 kc.**, 100 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

Inter-City Advertising Co., Columbia, S. C.—Granted application for construction permit for new station to operate on **1490 kc.**, 250 watts, unlimited time, exact transmitter site to be determined; granted subject to procedure outlined in January 26, 1944, policy. (B3-P-3650)

KOIN—KOIN, Inc., Portland, Ore.—Granted renewal of license for the period ending May 1, 1947. (B5-R-94)

KGKB—J. G. Kretsinger (transferor), James G. Ulmer (transferee), East Texas Broadcasting Co. (licensee), Tyler, Texas —Granted consent to acquisition of control of East Texas Broadcasting Co., licensee of Station KGKB, by James G. Ulmer and Mrs. Minnie B. Ulmer, through transfer of 12 shares of common stock from J. G. Kretsinger to James G. Ulmer, for a consideration of $10 cash and cancellation and satisfaction of promissory note of $300. (B3-TC-406)

WCOP—Arde Bulova and Harold A. Lafount (transferors), Iowa Broadcasting Co. (transferee), Massachusetts Broadcasting Corp. (licensee), Boston, Mass.—Granted consent to transfer of control of Massachusetts Broadcasting Corp., licensee of Station WCOP, from Arde Bulova and Harold A. Lafount to Iowa Broadcasting Co., by the transfer of 5,000 shares of common stock and 500 shares of preferred stock, or 100 percent of issued and outstanding capital stock, for a consideration of $225,000. (B1-TC-397)

KFOX—Nichols & Warinner, Inc., Long Beach, Calif.—Granted extension of special service authorization to permit broadcasting information to longshoremen at 3:40 p. m. and 7:30 p. m., PST, daily except Sunday, for the period ending November 1, 1945. (B5-SSA-116)

KPKW—Western Radio Corp., Pasco, Wash.—Granted 30-day extension of time to file application for approval of transmitter site.

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Granted petition in part, to reopen record in Docket 6566 for acceptance of amendment to its application for construction permit to change facilities, and removed said application as amended from the hearing docket, for further study. At the same time, the Commission dismissed the petition by KSEI, Radio Service Corp., Pocatello, Idaho, for leave to intervene in Docket 6566, said petition becoming moot by above action on KVAN petition.

WNBC—Arde Bulova and Harold A. LaFount (transferors), The Yankee Network, Inc. (transferee), State Broadcasting Corp. (licensee), Hartford, Conn.—Granted consent to voluntary transfer of control of State Broadcasting Corp., licensee of Station WNBC, from Arde Bulova and Harold A. LaFount, to The Yankee Network, Inc., by transfer of 100 percent of the issued and outstanding capital stock for a consideration of $220,000 plus, but not to exceed a total purchase price of $250,000 (B1-TC-392). Granted request to change call letters to WHTD.

WLLH—Merrimac Broadcasting Co., Inc., Lawrence, Mass.—Granted license to cover construction permit for synchronous amplifier to make changes in transmitter equipment and increase power (B1-L-1830); granted authority to determine operating power by direct measurement of antenna power. (B1-Z-1629). (Action 10-4-44.)

KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted modification of construction permit (as modified, which authorized installation of new transmitter) for extension of completion date from October 22, 1944, to January 1, 1945; conditional grant (B4-MP-1770). (Action 10-2-44.)

WCLE—United Broadcasting Co., Akron, Ohio—Granted modification of construction permit (which authorized change in frequency, increase in power, change in hours of operation, install directional antenna for day and night use, and move transmitter and studio) for move of transmitter, changes in directional antenna system, and extension of commencement and completion dates to 30 days after grant and 180 days thereafter, respectively (B2-MP-1751). (Action 10-2-44.)

KVOP—W. J. Harpole and J. C. Rothwell, a partnership, Plainview, Texas—Granted license to cover construction permit (as modified, which authorized a new standard broadcast station) (B3-L-1823); granted authority to determine operating power by direct measurement of antenna power (B3-Z-1619). (Action 10-2-44.)

W9XJC—The Journal Company (The Milwaukee Journal), Milwaukee, Wis.—Granted license to cover construction permit for new developmental broadcast station (B4-LEX-18). (Action 10-2-44.)

W8XCT—The Crosley Corp., Cincinnati, Ohio—Granted modification of construction permit (as modified, which authorized construction of new experimental television station) for extension of completion date only, from October 28, 1944, to April 28, 1945. (B2-MPVB-114)

LICENSE RENEWALS

Granted renewal of following station licenses for the period ending not later than November 1, 1945:

KGHF, Pueblo, Colo.; KID, Idaho Falls, Idaho; KRNT, Des Moines, Iowa; WLOL, Minneapolis, Minn.; WNBF, Binghamton, N. Y.; WTOC, Savannah, Ga.; KOL, Seattle, Wash.; WDOD, Chattanooga, Tenn.

WAAT—Bremer Broadcasting Co., Newark, N. J.—Granted renewal of license for main and auxiliary transmitters for the period ending May 1, 1947.

The Commission (by its Administrative Board) granted extension upon a temporary basis only, pending receipt and/or determination upon applications for renewal of licenses, the following licenses for relay broadcast stations in no event later than December 1, 1944:

WASJ, WNYK, WNYL, WNYN, WNYO, City of New York, Municipal Broadcasting System; WAXL, Jonas Weiland; KGBK, KVGB, Inc.

The Commission (by its Administrative Board) placed the following applications in pending files in accordance with Commission policy adopted February 23, 1943 (for new high frequency FM broadcast stations):

Providence Journal Co., Providence, R. I.; The Times-Mirror Co., Los Angeles, Calif.; WAGE, Inc., Syracuse, N. Y.

The Tribune Co., Tampa, Fla.

WJAC, Inc., Johnstown, Pa.

Southeastern Broadcasting Co., Macon, Ga.

MISCELLANEOUS

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mex.—Adopted order continuing to December 11, 1944, the hearing on the applications of KOB for modification of construction permit (B5-MP-1738; Docket 6584), and for license to cover construction permit as modified and authority to determine operating power by direct measurement. (B5-L-1799, B5-Z-1584, Docket 6585.)

WKBZ—Ashbacker Radio Corp., Muskegon, Mich.—Adopted order granting petition for a continuance of hearing on application for construction permit; hearing continued to December 5, 1944. (Docket 6628)

Northeastern Radio and Television Corp., Portland, Me.—Granted motion for order to take depositions in re applicant's application and that of Centennial Broadcasting Co., for a new station in Portland, Me. (Dockets 6662 and 6663)

Centennial Broadcasting Co., Portland, Me.—Granted petition to take depositions in re its application and that of Northeastern Radio & Tele. Corp., for new station in Portland, Maine.

Beauford H. Jester, et al., Waco, Texas—Granted motion for continuance of consolidated hearing from October 11 to November 27 on application of applicant, KDNT, Denton, Texas, WACO, Waco, Texas, and Truett Kimzey. (Dockets 6218, 6352, 6589, 6590)

Queen City Broadcasting Co., Inc., Boise, Idaho—Granted request for order to take depositions in re its application and that of KFXD, and Idaho Broadcasting Co. (Dockets 6652, 6653 and 6654)

WJEF—Fetzer Broadcasting Co., Grand Rapids, Mich.—Granted petition for leave to intervene in the hearing on application of WKBZ, Muskegon, Mich., to change frequency from **1490** to **1230 kc.** (Docket 6628)

KGA—Louis Wasmer, Spokane, Wash.; KHQ, Louis Wasmer, Inc., Spokane, Wash.—Granted joint petition for continuance of hearing from October 10 to December 14 in re application for renewal of licenses.

WEEU—Berks Broadcasting Co., Reading, Pa.—Granted motion to postpone hearing on application for renewal of license, now set for October 12 to December 18.

KXA—American Radio Telephone Co., Seattle, Wash.—Adopted order denying petition filed by Station KXA to enlarge issues in the matter of Albuquerque Broadcasting Co. (KOB), Albuquerque, N. M., applications for modification of construction permit, license to cover construction permit, and authority to determine operating power by direct measurement, in Dockets 6584 and 6585.

The Commission, on consideration of the petition filed by The Blue Network Company, Inc. (WJZ), New York, N. Y., to enlarge the issues and postpone hearing in Dockets 6484 and 6485, and of the petition of Albuquerque Broadcasting Company (KOB), Albuquerque, New Mexico, to enlarge issues, directed that the issues to be determined in the hearing in said Dockets (re applications of KOB for modification of construction permit, for license to cover construction permit, and for authority to determine operating power by direct measurement) be enlarged to inquire into the question of the use of directional antenna by both Station KOB and Station WJZ; and refused to continue the hearing now set for December 11, 1944. (Action taken October 9, 1944.)

APPLICATIONS FILED AT FCC

560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Modification of construction permit (B5-P-3659) which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use for extension of completion date from 11-1-44 to 12-1-44.

580 Kilocycles

NEW—Northwest Broadcasting Co., Minneapolis, Minn.—Construction permit for a new standard broadcast station to be operated on **580 kc.**, power of 1 KW and unlimited time, employing directional antenna day and night.

590 Kilocycles

KGGM—New Mexico Broadcasting Co., Inc., Albuquerque, N. Mex.—Construction permit to change frequency from **1260 kc.** to **590 kc.**, increase power from 1 KW to 1 KW night, 5 KW daytime, install new transmitter, move transmitter, install directional antenna for night use. Amended to omit request for increase in power and installation of new transmitter and to request changes in directional antenna for day and night use.

660 Kilocycles

KOIN—KOIN, Inc., Portland, Ore.—Construction permit to change frequency from **970 kc.** to **660 kc.**, increase power from 5 KW to 25 KW, install new equipment, make changes in directional antenna for day and night use.

830 Kilocycles

KWKW—Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, d/b as Southern California Broadcasting Co., Pasadena, Calif.—Construction permit to change frequency from **1430 kc.** to **830 kc.**, increase power from 1 KW to 5 KW, install new transmitter and antenna and move transmitter.

920 Kilocycles

NEW—Reno Broadcasting Co., Reno, Nevada—Construction permit for a new standard broadcast station to be operated on **920 kc.**, power of 1 KW and unlimited hours of operation, employing directional antenna day and night.

1110 Kilocycles

KFAB—KFAB Broadcasting Company, Lincoln, Nebr.—License to cover construction permit (B4-P-3578) which authorized change in frequency and hours of operation and installation of directional antenna for night use.

KFAB—KFAB Broadcasting Company, Lincoln, Nebr.—Authority to determine operating power by direct measurement of antenna power.

1230 Kilocycles

WERC—Presque Isle Broadcasting Co., Erie, Pa.—License to cover construction permit (B2-P-3633) which authorized change in frequency.

WERC—Presque Isle Broadcasting Co., Erie, Pa.—Authority to determine operating power by direct measurement of antenna power.

WBBL—Grace Covenant Presbyterian Church, M. A. Sitton, Agent—Construction permit to change specified hours of operation, move transmitter and make changes in antenna. Amended to change requested frequency from **1240 kc.** to **1230 kc.**, and change proposed location of transmitter.

1240 Kilocycles

NEW—Thomas Garland Tinsley, Jr., Richmond, Va.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 100 watts and unlimited time except when WBBL operates. Amended to change requested frequency to **1230 kc.** and change proposed location of transmitter.

NEW—Petersburg Broadcasting Corp., Petersburg, Va.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts and specified hours of operation (all hours not assigned to WBBL).

WINN—Kentucky Broadcasting Corp., Inc., Louisville, Ky.—Involuntary transfer of control of licensee corporation from D. E. Kendrick to Nelle M. Kendrick, Executrix of the Estate of D. E. Kendrick, Deceased.

WOMT—Francis M. Kadow, Manitowoc, Wis.—Construction permit to increase power from 100 watts to 250 watts and make changes in transmitting equipment.

1260 Kilocycles

WOL—Iowa Broadcasting Co., Washington, D. C.—Modification of license to change corporate name to Cowles Broadcasting Company.

1340 Kilocycles

NEW—The Middle Tennessee Broadcasting Co., Columbia, Tenn.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, 250 watts power and unlimited hours of operation. Amended to request **1340 kc.** and specify studio site.

WALL—Community Broadcasting Corp., Middletown, N. Y.—Transfer of control of licensee corporation from Elsie and Martin R. Karig to John Morgan Davis—115 shares common stock.

KFYO—Plains Radio Broadcasting Co., Lubbock, Texas—Authority to determine operating power by direct measurement of antenna power.

1350 Kilocycles

KRNT—Iowa Broadcasting Co., Des Moines, Iowa—Modification of license to change corporate name to Cowles Broadcasting Company.

1400 Kilocycles

NEW—Chatham Broadcasting Co., Savannah, Ga.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts and unlimited hours of operation. Amended re change in transmitting equipment.

WSAM—Saginaw Broadcasting Co., Saginaw, Mich.—Modification of license to change main studio location from Bay and Weiss Sts., to 610 Eddy Building, Saginaw, Mich.

NEW—Hazlewood, Inc., Deland, Fla.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts and unlimited hours of operation.

1450 Kilocycles

NEW—KVOM, Inc., Marshall, Texas—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Gordon W. Gambill, Hubert M. Martin, Humphrey B. Heywood and R. T. Russell, d/b as Tennessee Valley Broadcasting Co., Chattanooga, Tenn.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

1490 Kilocycles

NEW—Thomas N. Beach, Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Lincoln Dellar, Sacramento, Calif.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, power of 250 watts and unlimited hours of operation. Amended to change frequency to **1490 kc.**

NEW—Loys Marsdon Hawley, Conway, S. C.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

KSAM—W. J. Harpole and J. C. Rothwell, d/b as Radio Station KSAM, Huntsville, Texas—Modification of license to change hours of operation from daytime to unlimited time.

FM APPLICATIONS

NEW—Midland Broadcasting Co., Kansas City, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43900 kc.**

NEW—Keystone Printing Service, Inc., Waukegan, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47100 kc.** with coverage of 2,890 square miles.

NEW—Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. La Follette, Jr., Evalyn H. Dolph, Hope D. Pettey and Rachel Young La Follette, co-partners, d/b as Milwaukee Broadcasting Co., Milwaukee, Wis.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.** with coverage of 1,279 square miles.

NEW—Frontier Broadcasting Co., Inc., Austin, Texas—Construction permit for a new high frequency (FM) broadcast station to be operated on **47100 kc.** with coverage of 12,900 square miles.

NEW—Frontier Broadcasting Co., Inc., Waco, Texas—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.** with coverage of 13,700 square miles.

NEW—WAVE, Inc., Louisville, Ky.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46900 kc.** with coverage of 13,300 square miles.

TELEVISION APPLICATIONS

NEW—Central Ohio Broadcasting Co., Columbus, Ohio—Construction permit for a new commercial television broadcast station to be operated on Channel #8 (**162000-168000 kc.**), ESR 160.

NEW—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Construction permit for a new commercial television broadcast station to be operated on Channel #5 (**84000-90000 kc.**), ESR 1420.

MISCELLANEOUS APPLICATIONS

NEW—Voice of Alabama, Birmingham, Ala.—Construction permit for a new developmental broadcast station to be operated on **45900 kc.**, power of 1 KW, and special emission for FM.

NEW—Voice of Alabama, Inc., Birmingham, Ala.—Construction permit for a new developmental broadcast station to be operated on **43100 kc.**, power of 250 watts and special emission for FM.

NEW—The Atlanta Journal Co., Atlanta, Ga. (area of)—Construction permit for a new developmental broadcast station to be operated on **43700 kc.**, power of 700 watts and special emission for FM.

NEW—The Regents of the University of Michigan, Ann Arbor, Mich.—Construction permit for a new noncommercial educational broadcast station to be operated on **42900 kc.**, power of 1 KW and special emission for FM. Amended to request power of 50 KW, specify a transmitter site, change studio location and change in type of transmitter.

WAUB—Jack M. Draughon and Louis R. Draughon, d/b as *WSIX* Broadcasting Station, area of Nashville, Tenn.—License to continue opeiation of relay station WAUB formerly licensed to WSIX, Inc.

NEW—Board of Education of the City of St. Louis, St. Louis, Mo.—Construction permit for a new noncommercial educational broadcast station to be operated on **42500 kc.**, power of 3 KW and special emission.

NEW—Maryland Broadcasting Co., Baltimore, Md.—Construction permit for a new developmental broadcast station to be operated on **43200 kc.**, power of 1 KW and A3 emission.

NEW—Burns Avenue Baptist Church, Detroit, Mich.—Extension of authority to transmit programs to CKLW, Windsor, Ontario, Canada, for the period ending 10-4-45.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

B-1 Beverage Co., 4000 Lindell Blvd., St. Louis, engaged in the manufacture of materials for the preparation of beverages and in the sale of such materials to bottling plants throughout the United States, is charged in a complaint with misrepresentation. (5230)

Curtis-Elliott, Inc., and Leroy H. Huttner, its president, 67 West 44th Street, New York, N. Y., selling and distributing watches and jewelry throughout the country, is charged in a complaint with the use of lottery methods. (5231)

Eli Colby Co., Hanlontown, Iowa, engaged in the mining and sale of commercial peat to wholesalers and retailers and directly to nurserymen, florists, farmers and poultrymen, is charged in the complaint with misrepresentation of his product. (5232)

Frank & Meyer Neckwear Co., 1130 Washington Ave., St. Louis, manufacturing and selling men's neckties and other products, is charged in a complaint with misrepresentation. (5229)

Washington Fish & Oyster Co., Inc., of Seattle, Wash., engaged in the business of packing, buying, selling and distributing fresh and frozen fish, salt and smoked fish, and canned salmon, is charged in a complaint with violation of the brokerage section of the Robinson-Patman Act. (5228)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist order last week:

Elizabeth Arden, Inc., Elizabeth Arden Sales Corp. and Florence N. Lewis, all of 681 Fifth Ave., New York, have been ordered to cease and desist from violation of the Robinson-Patman Act through discriminating among retailer purchasers of their cosmetics by furnishing to some of such customers demonstrator services which are not accorded to competing customers on proportionally equal terms. (3133)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Big Rapids Furniture Co., Inc., 33 East 33d St., New York, operating a showroom where it sells household furniture, has stipulated in connection with its advertising to cease and desist from representing, when contrary to fact, that its articles of merchandise are "Creations of our own exclusive manufacture," and from use of the word "manufacture" or any similar words so as to convey the impression that it manufactures the products which it sells, or that it actually owns, operates or controls the plant or factory in which the products are made. (3892)

Glazo Co., Inc., 521 Fifth Ave., New York, selling and distributing cosmetic preparations including two designated "Glazo Nail Polish" and "Glazo Nail-Cote," has stipulated to cease representing that Glazo Nail Polish, or any preparation of like composition, is superior in wearing qualities to all nail polishes sold in competition with it, that it will not chip, peel or fade, that it "defies all finger nail hazards" or is effective in preventing damage to fingernails such as splitting, breaking or other hazards; or that Nail-Cote, or any preparation possessing similar qualities, "guards your nails against splitting, cracking or breaking." (3889)

Lamport Co., Inc., 365 Broadway, New York, selling and distributing textile products, including sheets and pillow cases, has stipulated to cease and desist from representing by use of the word "Certified" or words of like meaning in its advertising that a product has been endorsed or attested as to wearability, durability or other stated quality by some governmental, scientific or other recognized agency qualified and empowered to certify as to such quality, unless such endorsement actually has been obtained; and from representing, by use of the word "Guaranteed," that a product is guaranteed unless, whenever used, clear and unequivocal disclosure be made in direct connection therewith of exactly what is offered by way of security, for example, refund of purchase price. (3894)

Rodin Publishing Co. and Rodin Publishing Co., Inc., 205 West 57th St., New York, selling and distributing books and publications, including a book entitled "The Rape of Radio," has stipulated to cease and desist representing that "Neville Miller (former) president National Association of Broadcasters," "Saturday Review of Literature," and "Clifton Fadiman, New Yorker," or any of them, have stated that the publication entitled "The Rape of Radio" is the most revealing book on radio since the advent of broadcasting, is "An inspiring work,—constructive, helpful, worth its weight in gold," or that "No broadcaster or radio performer can afford to be without it"; representing that the book or any other publication sold by him has received the approval, endorsement or opinion of any individual, association, organization or other entity, until such approval actually has been given; using the initials "Inc." as part of or in connection with his trade name, or using the word "President" in connection with such trade name or other words or terms that may tend to convey the belief that his business is incorporated or is conducted by a corporate entity. (3895)

Satis-Factory Shoe Co., 9 West Washington St., Chicago, has stipulated to cease and desist from use of the words "Dr. Edwards' Prescription Shoes" in connection with the marking, branding or advertising of its shoes; from use of the word "Doctor" or the abbreviation "Dr.," either alone or in connection with a name or other words, as a trade name or designation for its merchandise, or in any way implying or conveying the belief to purchasers that its shoes have been made in accordance with the design or under the supervision of a physician or contain specific scientific, orthopedic or health features which are the result of medical determination or services; and from use of the legend "foot health" or words of similar meaning in connection with such shoes, or the making of any representations which suggest that they have special health-insuring properties or may be relied upon to create or maintain a healthy condition of the feet. (3893)

Three Dreams Laboratories, Inc.—Amendments to stipulations previously made with regard to use of the word "free" have been accepted by Three Dreams Laboratories, Inc., and Golee B. Bryant, its secretary-treasurer, 2111 Clinton St., Detroit, dealing in cosmetics, and by Fayette H. Lawson and William A. Lawson, trading as Chicago Match Co. and Book Match Co., Libertyville, Ill., selling book matches. In the stipulation of Three Dreams Laboratories, Inc., the substituted paragraph contains the agreement that they will cease "Representing that any article of merchandise, is 'free,' 'given free' or without cost to the recipient when such article is not a gratuity, and the prospective recipient is required as a consideration to purchase some other article or articles or render some service in order to obtain the same" (2427) the substitution in the stipulation of Chicago Match Company is to the effect that the respondents will cease "Representing that a sample sales outfit or any other article is 'free,' 'given free' or without cost to the recipient when the same is not a gratuity, and the prospective recipient is required as a consideration to pay money or to purchase some other article or render some service in order to obtain the same" (2701).

NAB Reports
The National Association of Broadcasters
1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 42, October 20, 1944

Industry Responds to Gen. "Ike's" Request for 180 "Home Town" Programs

Directors Appoint Task Force Commanders

All Short Wave Beacons and Army Forces Network Will Broadcast "Let's Go to Town" Series to Military Forces Abroad

Put it down in the book that this is the day the broadcast industry turns its heart and mind to new horizons of service. This is the day that skilled broadcasters in scores of cities and towns begin a job of writing a new page in the radio history book.

For this day launches a magnificent undertaking of unprecedented size and scope for the benefit of the millions of men and women in our armed forces abroad, in every theatre of operation.

Specifically, the men and women of broadcasting have assumed the job of building 180 half-hour "home town" programs. Programs of a particular kind, magic programs which will impart a sense of presence, of being there, . . . to be heard up and down the Western Front; on the islands of the Pacific; in India, Burma or China; in Alaska and the Aleutians; in Italy, Africa and Great Britain; in South America and the West Indies.

Global distribution of the programs, to be known as "Let's Go to Town", will be achieved by use of every Army short wave beacon and the American Forces Network, Army operated in the European theatre.

Request for these programs came direct from General Dwight D. Eisenhower, Supreme Allied Headquarters, and was transmitted officially to the NAB Board of Directors at the Chicago War Conference, by Major Austin Peterson and Major Albert M. Wharfield.

Response was unanimous approval. Harold Ryan, NAB president, appointed Arthur Stringer, NAB staff, the coordinator; and plans and policy were worked out with Army officials in Washington and Los Angeles.

District Directors were asked by President Ryan to designate broadcast officials, residing within their districts, to act as Task Force Commanders, to assume responsibility for all steps necessary for the final production of the programs.

Specific city-areas, as program origination points, were suggested to the Directors after Army conferences. They were selected, partly on the basis of population, since that is a rough measure of the numbers in the military forces overseas. It was specified in the beginning that every state, no matter how small its population, should be allotted one program with additional programs awarded to more populous areas.

Kit for Task Force Commanders

The business of building the special format program was outlined in a kit dispatched to Task Force Commanders upon their acceptance. The plan was to include a discussion of various program and technical points, which might be expected to come up, as well as the few specific directions.

All of the programs are to have a semi-standard open and close. This is one of three suggestions set forth in the kit:

"OPENING

"ANNCR: Come aboard men Let's Go to Town.
"MUSIC: Hits and fades.
"ANNCR: Yes sir we're visiting a home town in the USA. Who's mayor now? What new streets are there? How did the baseball team do in the league this year? How's business? Hang on and we'll tell all! We're going to town and the town is (blank).

"CLOSING

"ANNCR: You've just been to another town in the series of "Let's Go to Town" radio programs. This program is a joint presentation of the radio stations of (blank).
"ANNCR: (twenty nine thirty) This is the Armed Forces Radio Service (music fill to thirty)."

Army comment on openings and closings reads:

"Openings and closings may be changed as desired. The only static thing is that the title of the program, 'Let's Go to Town,' should be in the very opening and at the close. Also it is very important that the cue be standard. 'This is the Armed Forces Radio Service' should come at exactly twenty nine thirty with music fill to thirty. On fifteen-

(Continued on page 388)

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel for Labor Relations.*

INDUSTRY RESPONDS TO GEN. "IKE'S" REQUEST FOR 180 "HOME TOWN" PROGRAMS

(Continued from page 387)

minute shows the cue should come at fourteen thirty with music fill to fifteen."

Another kit enclosure was "Skeleton Format Suggestions" with this Army comment:

"The format should be changed to fit the problems of each local area and the stations. An effort should be made to balance talk and music about half and half. Where the music available is not good enough to warrant that much music, it would be better perhaps as a fifteen-minute show."

A "Guide for Writing and Production" was a part of the kit, as well as "Cautions on Let's Go to Town Programs." Two sheets listed precise things that returned veterans said they would want to hear about if they were still overseas.

A letter from Major General F. H. Osborn asserting "that the National Association of Broadcasters was authorized by the War Department to arrange these programs," and a music clearance letter from James C. Petrillo, president, American Federation of Musicians, were also contained in the kit.

Two sample "Let's Go to Town" scripts, prepared jointly by stations in the San Francisco Bay Area, illustrated the various points made in the directions.

Presently determined program allocation areas and their respective Task Force Commanders appear below. A total of 168 of the requested 180 programs are accounted for; more programs are still needed.

Volunteers Needed

District Directors will be glad to transmit to the Selections Committee all offers received from station managers to build programs for our GI's.

Volunteers must possess equipment, or, it must be available, to make satisfactory originals; and dubbing equipment consisting of satisfactory playback reproducer and affiliated filters that will produce a true copy of the original.

As pointed out in the "Recording Instructions," "subject matter and local color of programs are more important than production. But unless the 3 copies of each show, to be furnished the Army, are of reasonably good production quality, the sense of presence will be conveyed inadequately to the GI's."

TASK FORCE COMMANDERS AND ORIGINATION AREAS

NAB DISTRICT I

Paul W. Morency, WTIC, Director

Program Area	*Task Force Commanders*
Hartford, Conn.	L. J. Patricelli, WTIC
New Haven-Bridgeport, Conn.	Levon Thomas, WNAB
New London, Conn.	G. J. Morey, WNLC
Waterbury, Conn.	Erwin J. Frey, WBRY
Portland, Maine	William Rines, WCSH
Boston, Mass.	Harold Fellows, WEEI
Fall River, Mass.	William T. Welch, WSAR
New Bedford, Mass.	Hugh Norman, WNBH
Springfield, Mass.	Quincy Brackett, WSPR
Worcester, Mass.	E. E. Hill, WTAG
Portsmouth, N. H.	Burt Georges, WHEB
Providence, R. I.	Fred Ripley, WPRO
Burlington, Vt.	C. P. Hasbrook, WCAX

NAB DISTRICT II

Kolin Hager, WGY, Director

Albany, N. Y.	Harold Smith, WABY
Binghamton, N. Y.	Cecil Masten, WNBF
Elmira, N. Y.	Dale Taylor, WENY
Ithaca, N. Y.	Michael Hanna, WHCU
Buffalo (Pgm. A), N. Y.	C. Robert Thompson, WBEN
Buffalo (Pgm. B), N. Y.	Cy King, WEBR
New York City, N. Y.	Arthur Hayes, WABC, Chairman
New York City, N. Y.	Walter Duncan, WNEW
New York City, N. Y.	Elliott Sanger, WQXR
Rochester, N. Y.	Gunnar Wiig, WHEC
Schenectady, N. Y.	Earl Pudney, WGY
Syracuse, N. Y.	E. R. Vadeboncoeur, WSYR
Troy, N. Y.	Woodbury Carter, WTRY
Atlantic City, N. J.	Monroe Mendelsohn, WBAB
Jersey City, N. J.	Craig Lawrence, WHOM
Newark, N. J.	Irving Rosenhaus, WAAT
Trenton, N. J.	F. J. Wolff, WTNJ

NAB DISTRICT III

Roy Thompson, WFBG, Director

Wilmington, Del.	J. Gorman Walsh, DWEL
Baltimore, Md.	Harold C. Burke, WBAL
Cumberland, Md.	Dale Robertson, WTBO
Frederick, Md.	A. V. Tidmore, WFMD
Hagerstown, Md.	Hal Seville, WJEJ
Altoona-Johnstown, Pa.	J. C. Tully, WJAC Roy F. Thompson, WFBG
Erie, Pa.	Leo J. Omelain, WLEU
Harrisburg, Pa.	G. C. Moss, WKBO
Philadelphia, Pa.	Leslie Joy, KYW
Philadelphia, Pa.	Leon Levy, WCAU
Pittsburgh, Pa.	Roger W. Clipp, WFIL

PROPOSED IDENTIFICATION RULE

In the NAB REPORTS of October 6, page 366, the FCC Order relating to the proposed change in the Commission's rules affecting the announcement of sponsored programs was printed in full. Particular attention is called to the fact that any "interested person" may request the opportunity for oral argument and such request shall be accompanied by a brief. All such requests and briefs must be in by November 1.

This proposed rule is a matter of vital interest to every radio station and it is highly important that a considerable number of licensees express their views upon the subject. NAB will make a general appearance. Station managements are urged to send to the Commission an expression of their views. This may be done in the form of either a letter or a brief addressed to the Commission. It is also most urgently requested that copies of such letters or briefs be sent to NAB.

Program Area	*Task Force Commanders*
Pittsburgh, Pa.	Joseph Baudino, KDKA
Pittsburgh, Pa.	Frank R. Smith, Jr., WWSW
Scranton, Wilkes-Barre, Pa.	George D. Coleman, WGBI A. C. Baltimore, WBRE

NAB DISTRICT IV

Campbell Arnoux, WTAR, Director

Washington, D. C.	Fred Shawn, WRC
Asheville, N. C.	Don S. Elias, WWNC
Charlotte, N. C.	Charles Crutchfield, WBT
Greensboro-High Point, N. C.	Major Edney Ridge, WBIG
Raleigh, N. C.	Richard Mason, WPTF
Winston-Salem, N. C.	Harold Essex, WSJS
Charleston, S. C.	John M. Rivers, WCSC
Columbia, S. C.	G. Richard Shafto, WIS
Spartanburgh-Greenville, S. C.	B. T. Whitmire, WFBC
Lynchburg-Danville-Roanoke, Va.	James H. Moore, WSLS
Norfolk-Newport News-Portsmouth, Va.	Henry C. Whitehead, WTAR
Richmond, Va.	Irvin G. Abeloff, WRVA
Charleston, W. Va.	Howard L. Chernoff, WCHS
Wheeling, W. Va.	George W. Smith, WWVA

NAB DISTRICT V

John C. Bell, WBRC, Director

Birmingham, Ala.	Henry Johnston, WSGN
Mobile, Ala.	W. O. Pape, WALA
Montgomery, Ala.	Howard Pill, WSFA
Jacksonville, Fla.	Robert R. Feagin, WPDQ
Miami, Fla.	F. W. Borton, WQAM
Orlando, Fla.	Col. George C. Johnston, WDBO
St. Petersburg, Fla.	Norman E. Brown, WSUN
Tampa, Fla.	W. Walter Tison, WFLA
Atlanta, Ga.	John M. Outler, Jr., WSB
Columbus, Ga.	W. Weldon Herrin, WRBL
Macon, Ga.	Frank Crowther, WMAZ
Savannah, Ga.	W. T. Knight, Jr., WTOC

NAB DISTRICT VI

Hoyt B. Wooten, WREC, Director

Fort Smith, Ark.	S. C. Vinsonhaler, KLRA
Little Rock, Ark.	S. C. Vinsonhaler, KLRA
Texarkana, Ark.	S. C. Vinsonhaler, KLRA
Baton Rouge, La.	W. H. Summerville, WWL
New Orleans, La.	W. H. Summerville, WWL
Shreveport, La.	W. H. Summerville, WWL
Columbus, Miss.	Wiley P. Harris, WJDX
Jackson, Miss.	Wiley P. Harris, WJDX
Chattanooga, Tenn.	Harry Stone, WSM
Knoxville, Tenn.	Harry Stone, WSM
Memphis, Tenn.	Harry Stone, WSM
Nashville, Tenn.	Harry Stone, WSM

NAB DISTRICT VII

Nathan Lord, WAVE, Director

Lexington, Ky.	Lindsay Nunn, WLAP
Louisville, Ky.	Lee Coulson, WHAS
Akron, Ohio	Allen T. Simmons, WADC
Cincinnati-Covington, Ky.	Robert Dunville, WLW
Cleveland, Ohio	Vernon H. Pribble, WTAM
Columbus, Ohio	Carl Everson, WHKC
Dayton, Ohio	Robert Moody, WHIO
Toledo, Ohio	E. Y. Flannigan, WSPD
Youngstown, Ohio	J. L. Bowden, WKBN

NAB DISTRICT VIII

John E. Fetzer, WKZO, Director

Evansville, Ind.	Clarence Leich, WGBF
Fort Wayne, Ind.	J. B. Connolly, WOWO
Indianapolis, Ind.	C. Bruce McConnell, WISH
South Bend, Ind.	Franklin D. Schurz, WSBT
Battle Creek-Kalamazoo, Mich.	Willis Dunbar, WKZO
Bay City-Saginaw, Mich.	Milton L. Greenebaum, WSAM
Detroit, Mich.	Leo Fitzpatrick, WJR

UNION CONTRACTS WANTED

We have heard from 350 members relative to our request for copies of their Union contracts. In order to serve you to the best of our ability in the Labor Relations field, it is essential that we have answers from all of our members.

If you have not sent in your contracts or notified us of the reason why you have not sent them, we will appreciate it if you will take care of this matter at once.

Program Area	*Task Force Commanders*
Flint, Mich.	Howard M. Loeb, WFDF
Grand Rapids, Mich.	Stanley W. Barnett, WOOD
Lansing, Mich.	

NAB DISTRICT IX

Leslie C. Johnson, WHBF, Director

Chicago, Ill.	William E. Hutchinson, WAAF
Peoria, Ill.	Edgar L. Bill, WMBD
Rockford, Ill.	Walter M. Koessler, WROK
Rock Island-Moline, Ill., Davenport, Ia.	Les Johnson, WHBF
Springfield, Ill.	L. G. Pefferle, WCBS
Green Bay, Wis.	Rev. James A. Wagner, WTAQ
Madison, Wis.	E. C. Allen, WIBA
Milwaukee, Wis.	G. W. Grignon, WISN
Sheboygan, Wis	H. H. Born, WHBL
LaCrosse-Winona, Minn.	Howard Dahl, WKBH

NAB DISTRICT X

John J. Gillin, Jr., WOW, Director

Cedar Rapids, Ia.	Douglas B. Smart, WMT
Des Moines, Ia.	Harold Fair, WHO
Sioux City, Ia.	Dietrich Dirks, KTRI
Kansas City, Mo.	Ray Shannon, KMBC
St. Louis, Mo.	John W. Tinnen, KWK
Springfield, Mo.	Ralph A. Nelms, KWTO
Lincoln-Omaha, Neb.	Harold Hughes, KOIL

NAB DISTRICT XI

E. L. Hayek, KATE, Director

Duluth, Minn.-Superior, Wis.	Walter C. Bridges, WEBC
Minneapolis, Minn.	A. E. Joscelyn, WCCO
St. Paul, Minn.	K. M. Hance, KSTP
Bismarck, N. D.	P. J. Meyer, KFYR
Fargo, N. D.	E. C. Reineke, WDAY
Sioux Falls, S. D.	Phil Hoffman, WNAX
Yankton, S. D.	

NAB DISTRICT XII

William B. Way, KVOO, Director

Topeka, Kans.	Ben Ludy, WIBW
Wichita, Kans.	Jack Todd, KANS
Oklahoma City, Okla.	Kenyon Brown, KOMA
Tulsa, Okla.	Allen Page, KVOO

NAB DISTRICT XIII

Hugh A. L. Halff, WOAI, Director

Amarillo, Texas	Alex Keese, KGNC
Austin, Texas	Hardy Harvey, KNOW
Corpus Christi, Texas	T. Frank Smith, KRIS
Dallas, Texas	Martin B. Campbell, WFAA-KGKO
El Paso, Texas	Karl Wyler, KTSM
Fort Worth, Texas	George Cranston, WBAP-KGKO
Houston-Galveston, Texas	Kern Tips, KPRC
San Antonio, Texas	Hugh Halff, WOAI

NAB DISTRICT XIV

Hugh B. Terry, KLZ, Director

Program Area	*Task Force Commanders*
Denver, Colo.	Robert B. Hudson, Rocky Mountain Radio Council, 21 E. 18th Ave., Denver
Pueblo, Colo.	Maxson I. Bevens, KGHF
Boise-Nampa, Idaho	Walter E. Wagstaff, KIDO
Butte, Mont.	Ed B. Craney, KGIR
Salt Lake City-Ogden, Utah	Ralph W. Hardy, KSL
Cheyenne, Wyo.	William C. Grove, KFBC

NAB DISTRICT XV

Arthur Westlund, KRE, Director

Program Area	*Task Force Commanders*
Eureka, Calif.	William B. Smullin, KIEM
Oakland, Calif.	Glenn Shaw, KLX
Sacramento, Calif.	Leo Ricketts, KFBK
San Francisco, Calif.	Ken Craig, KQW
Reno, Nev.	Robert Stoddard, KOH

NAB DISTRICT XVI

William B. Ryan, KFI, Director

Program Area	*Task Force Commanders*
Phoenix, Ariz.	Howard Pyle, KTAR
Los Angeles, Calif.	Don McNamara, KFI
Riverside-San Bernardino, Calif.	*Note:* No name here
San Diego, Calif.	Miss Leah McMahon, KFSD
Santa Barbara, Calif.	*Note:* No name here
Albuquerque, N. M.	Merle H. Tucker, KOB

NAB DISTRICT XVII

Harry R. Spence, KXRO, Director

Program Area	*Task Force Commanders*
Portland, Ore.	Homer Welch, KGW-KEX
Seattle, Wash.	W. B. Stuht, KOMO
Spokane, Wash.	Harvey Wixson, KHQ
Tacoma, Wash.	Verne E. Sawyer, KMO

ALLOCATION HEARING CONTINUES

The Federal Communications Commission concluded that portion of the hearing devoted to FM Broadcasting on Friday, October 13. Two days, October 14 and 17, were devoted to television, after which the hearing on this service was temporarily suspended in order that the Commission might hear testimony from those interested in police and safety services, beginning on Wednesday, October 18. It is estimated that this portion of the hearing known as Group 3 will be concluded on or before Saturday, October 21.

According to the tentative schedule, television will be resumed on October 24 with other broadcast services, including facsimile, to be heard immediately following television.

NAB is reprinting the complete record of those portions of the hearing dealing with broadcast services. Special bulletins are being mailed as received from the printer. Included in the regular mailing this week will be Bulletins 3, 4 and 5. Bulletins 6 and 7 will be mailed early next week. Bulletin 7 will contain the television testimony before the Commission on Tuesday, October 17.

WHO IS A LITTLE BIT LATE?

In the October 14 issue of *Billboard* Magazine there appeared an item which stated "NAB, with the elections a little over a month away, has issued a booklet for political speakers entitled, *Is Your Hat in the Ring?* which gives pointers on how to write and deliver a radio speech.

"Several radio execs here are more than a bit amused at the timing of the pamphlet following in the footsteps of the CIO-Political Action Committee's *Speaker's Manual* which covers the same subject."

NAB has written a letter to *Billboard* calling attention to the fact that the pamphlet *Is Your Hat in the Ring?* was first published by NAB on February 9, 1940 and that during the 1940 campaign 22,500 copies were distributed. The second edition was published in August 1942 and 5,000 copies were distributed. The third edition was published in July 1944 and 5,000 copies were distributed to candidates for national offices whose nominations had then been certified. The distribution of an additional 15,000 was delayed until after the state primaries had been held and the candidates for local offices were known. Just as soon as a complete list of these candidates was available from the various Secretaries of State, these 15,000 copies were distributed.

This is just another case of somebody writing about a subject upon which they lacked complete information. The NAB membership can judge "who followed in whose footsteps" and who should be "more than a bit amused."

FCC WARNS ON SPONSOR IDENTIFICATION

The FCC has sent the following notice to all station licensees:

"Numerous complaints have recently been received by the Commission concerning the failure of radio stations to identify the sponsors or political spot announcements. In general, these complaints charge that some stations are broadcasting spot announcements in behalf of various political candidates without disclosing the persons or organizations paying for them. Your attention is called to Section 317 of the Communications Act which provides:

"'All matter broadcast by any radio station for which service, money, or other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.'

"This Section applies to spot announcements, as well as to all other material broadcast and requires a full and fair disclosure of the identify of the person furnishing the consideration for such broadcast. The terms of this section are mandatory and are applicable regardless of the length of time consumed."

CODE COMMITTEE MEETS

The Code of the National Association of Broadcasters was discussed section by section at a two-day meeting of the Code Committee in New York City, October 12-13. The file thus developed was placed in the hands of the secretary of the Committee for the consideration of the incoming Code Committee, soon to be appointed, with the recommendation that analysis continue.

At the invitation of the Committee, a statement from Richard T. Frankensteen, Vice-Pres., UAWCIO, was read by Mr. Ernest Goodman, attorney for UAW. Mr. Frankensteen was unable to accept the invitation to attend the meeting in person. Mr. Frankensteen took the position that labor had not received its proper share of time on the air and blamed the NAB Code largely. Discussion followed the reading of the statement by Mr. Goodman and the Committee took it under advisement.

The Committee made the announcement that the NAB Code was improperly interpreted in its application to the WHKC-CIO case, now pending before the Federal Communications Commission.

Those in attendance were: William B. Quarton, WMT, Chairman; Grant F. Ashbacker, WKLA; William S. Hedges, NBC; Felix Hinkle, WHBC; Eugene O'Fallon, KFEL; Jan Schimek, CBS; Lee B. Wailes, KYW; Richard H. Mason, WPTF; J. Harold Ryan, NAB; Willard D. Egolf, NAB.

COAXIAL CABLE AVAILABLE

According to the Components Recovery Section of WPB, there is a surplus quantity of coaxial cable of both the gas-filled and flexible types available for use by broadcasters upon application. Application for this cable may be made to WPB on Form 1161, obtainable at any WPB regional office.

THE AFM RECORDING BAN

For the Purpose of the Record

In order that broadcasters may have a complete understanding of the events which lie behind the refusal of James C. Petrillo to comply with the Order of the War Labor Board as requested by President Roosevelt, we feel that a review of the record will be helpful. The record to date is as follows:

June 8, 1942—Mr. Petrillo in a speech announcing the ban on recordings to the 47th annual convention of the American Federation of Musicians said, referring to records and transcriptions:

"We will make them at any time at the request of our Commander-in-Chief, the President of the United States."

January 12, 1943—Mr. Petrillo testifying before a Subcommittee of the Interstate Commerce Committee of the United States Senate:

"SENATOR CLARK of Idaho—Then I take it you are willing to state to this Subcommittee that at the request of the President of the United States you will lift the ban which you have hitherto imposed."

"MR. PETRILLO—After explanation to the President of the United States of our position in the matter and he finally decides, especially now, in wartime, that it should be done, to lift the ban and continue the making of transcriptions and recordings for the duration of the war, yes I say the request will be granted."

October 4, 1944—Telegram from the President of the United States to Mr. Petrillo:

"I request that your Union accept the directive order of the National War Labor Board."

October 4, 1944—Telegram from Mr. Petrillo to the President of the United States:

"Your request will be given careful consideration."

October 10, 1944—Telegram from Mr. Petrillo to the President of the United States:

"* * * Much is made of the fact that, as President of the American Federation of Musicians, I had made the statement that in the event the President of the United States asked me to lift the ban I would comply with such request. I did make that statement. It was made at the Dallas Convention in June, 1942. I repeated it on January 12, 1943, before the sub-committee of the Interstate Commerce Committee of the United States Senate in response to a question put to me by Senator Clark. * * *

"* * * the situation has completely changed which, of course, has affected the handling of this controversy by you under the offer I made to Senator Clark and his Committee. * * *"

It will be seen that Mr. Petrillo's refusal to comply with the Order of the WLB is admittedly at variance with a promise twice made.

Mr. Petrillo justifies his repudiation of these promises, publicly made and solemnly reiterated in testimony before the United States Senate, by the statement that the situation has changed because contracts have been made with some recording companies in the interim. The promises were unconditional when made and the wartime emergency which was the basis for Mr. Petrillo's promise still continues.

Mr. Petrillo's answer to the President disregards the precise nature of the President's request. The President did not suggest that the AFM should abandon its objectives and return to the status quo as it existed prior to the commencement of the strike. Mr. Petrillo had promised that he would go this far if the President requested him to do so, but this request the President never made. What the President asked Mr. Petrillo to do was

"to accept the directive orders of the National War Labor Board."

The order of the War Labor Board referred to was already a substantial victory for Mr. Petrillo. It directed the companies to agree with respect to the amounts and schedule of payments which were to be made by the companies. If the companies did not agree, the Board would determine the amounts and schedule of payments to be made in escrow and order that the payments be begun. After the amounts of payments had been fixed by agreement or by order of the Board, the parties were ordered to agree upon the composition of any Arbitration Board which could render a decision which would be final and binding upon the parties. If the companies and the Union did not successfully agree upon an arbitration board, the War Labor Board was to appoint an Arbitration Board and to determine the frame of reference within which the Board so appointed was to render a decision which would be final and binding upon the companies as well as the Union. The amounts of payment were determined, for all practical purposes by the amounts which Decca and World had already agreed to pay. Therefore, the only question left open was whether the Union was to get the payments which the companies made for such purposes as the Union, in its sole discretion would determine, or whether the utilization of such payments would be controlled by terms and conditions which the War Labor Board deemed to be in the public interest.

Mr. Petrillo has, therefore, refused to obey a request of the President which called upon his Union to make no sacrifice except the giving up of absolute control over a sum of money to be paid into the Union treasury. This single remaining question does not involve "a fight to preserve free labor as against conscription and involuntary servitude." It does not involve human rights at all. It involves merely the question of whether a labor union, as such, should be entitled to receive tribute directly from an employer rather than to act as a collective bargaining agent for those of its members who are employed. Mr. Petrillo's refusal of the President's request, therefore, represents nothing more and nothing less than his insistence that a fund be paid into the treasury of the American Federation of Musicians by employers, such fund to be free of any control either by the employers or by representatives of the public.

NEWS OF TREASURY SIXTH WAR LOAN MATERIAL

Included in the first shipment of Treasury 6th War Loan transcriptions going to stations will be the 15-minute Lyn Murray cantata, "Liberation" (of the Philippines).

With the Tokyo radio yesterday hinting at American invasion of the Philippines there is a real possibility that this particular transcription may become a real hot number before the start of the forthcoming campaign.

Should the news indicate the appropriateness of playing "Liberation" prior to the start of the Sixth, Treasury Radio Chief Robert J. Smith, says by all means play it.

Live Announcement

Treasury also announced today that because of copy changes made necessary by European developments, shipment of live spots to stations would be delayed until November 2.

Both live announcements and "Liberation" are sponsorable as previously reported in NAB War Bulletin No. 17, October 6.

THE "PLATTER TURNERS" JURISDICTIONAL DISPUTE

The hearing conducted by the National Labor Relations Board, on the question of union jurisdiction over the turntable operations at National Broadcasting Company and Blue Network owned stations, lasted two days. Both National Association of Broadcast Engineers and Technicians and American Federation of Musicians claim the right to the platter turner jobs. At the present time NABET members do the work at all these stations, except Chicago, where AFM members are employed.

At one time in the proceedings Counsel for AFM agreed to withdraw its claims as to all such stations except Chicago but when asked to agree not to assert again any jurisdictional demand for a definite period in the future, refused the limitation beyond the present war emergency. This was not acceptable to NABET attorneys and the hearing proceeded.

The Trial Examiner indicated that he would incorporate in his report to the NLRB one of the following recommendations: first, the certification of NABET as the appropriate bargaining unit for all NBC and Blue stations; second, the certification of NABET for all such stations except Chicago, where AFM would continue; or third, the certification of NABET as to all such stations, except Chicago with a "Globe" or separate election ordered among the platter turners in Chicago to determine which union shall have jurisdiction.

Oral argument will be heard by the NLRB after briefs have been presented by both Unions and thereafter a decision will be rendered.

"WHO OWNS THE WORDS AND MUSIC"

The following article, by Jan Schimek, Director of the Department of Editing and Copyright, Columbia Broadcasting System, has been selected by the Program Manager's Executive Committee of NAB as Special Program Manager's Bulletin No. 4 and accompanies this issue of NAB Reports in the form suitable for binding in a special handbook for your program department.

When an author writes a radio script, a play, a poem, a lyric; when a musician composes any form of musical composition he produces not only an artistic work but creates certain property rights. The artist holds these rights by law. No one may copy the manner in which the author has joined together his ideas, no one may copy the form of the composer's melodic vein and clothe it in the same notation.

Advances both in the arts and in methods of dissemination of the products of creative effort have brought about more precise definitions of the artist's property rights. These are embodied in the various laws of copyright which differ substantially. In the United States the work of the creative artist is protected in two ways under common law or by compliance with the statutory copyright provided for by Act of Congress. Under the former his work is protected in perpetuity and he may transfer those rights to his heirs and assigns provided there has never been publication or definite dedication of the work to the public. He may, however, have a dramatic work performed on the stage for profit, have his radio script broadcast, or he may have his lectures or sermons given under license from him and he may have his musical compositions performed in public, without losing common-law copyright.

The Constitution, Art. I, Sec. 8, gave Congress the power ". . . to promote the progress of science and useful arts, BY SECURING FOR LIMITED TIMES TO AUTHORS AND inventors THE EXCLUSIVE RIGHT TO THEIR respective WRITINGS and discoveries."

Pursuant to the authority granted, Congress has enacted from time to time statutes which give very specific protection to works in the various art mediums. In order to take advantage of this "statutory" form of copyright, the creative artist must comply with the provisions and requirements which are clearly set forth in the act itself. Under the various sections of the act the artist is protected for an initial period of twenty-eight years, and has the privilege of renewing the copyright for an additional twenty-eight years, provided application is made within the final year of the initial copyright period.

In general practice authors or their assigns hold radio scripts and radio dramas under common-law copyright until "publication" in some form or another is contemplated.

This has its advantage in extending the period of protection. Just as rights under common-law are nullified by publication, an effort to secure statutory copyright may be ineffective by improper registration and constitute termination of common-law copyright, thereby throwing the work into the "public domain."

Since the broadcaster's raw materials consist of "words and music" he is in the same position as the manufacturer who must purchase his materials to produce his product for sale. The unauthorized broadcasting of literary works or musical compositions which are held by the authors and composers under either form of copyright practically amounts to theft of materials. Under common-law copyright the owner of the work can recover damages and statutory copyright provides very definite penalties.

If a creative artist has waived his common-law rights through "publication" or has dedicated his work to the public, the broadcaster may use his work as he sees fit. If such work is held under statutory copyright and the owner has not complied with the registration regulations, or the maximum period of fifty-six years of protection has expired, the same pertains. In either case the work has fallen into the "public domain."

Practical Procedures for Clearance

(a) Music:

Since the broadcaster utilizes thousands of musical compositions the obtaining of individual broadcasting rights soon became so onerous that various licensing groups or clearing houses were formed (ASCAP, AMP, BMI, SESAC, etc.). These organizations are in effect nothing more than performing rights' pools. In all instances the composers, authors and publishers (if the publishers own all rights in compositions), have contributed all their works to these pools and have authorized those organizations to pass on their straight non-dramatic performing rights to the broadcasters under various licensing agreements. Clearance of such agreements then becomes simply a matter of checking composer, author and publisher of the work to be performed with catalogues provided by these organizations. In cases where a work is held by individuals or publishers not belonging to one of these licensing groups individual clearance must be obtained. Many of these independent publishers or composers and authors are glad to give licenses in return for the radio exploitation and publicizing of their compositions or for small fees. Simple form contracts usually take care of such broadcasting permissions.

Under most of these licensing agreements the broadcaster obtains only the right of "non-dramatic" performance. This obviously limits the manner of presentation of musical works to some degree. For instance, if a license contains such limiting provisions the broadcaster can not create a musical production which would be of the nature of an operetta or a musical comedy. In other words, numbers cannot be woven into an original story in such a manner that the program becomes a musico-dramatic work without obtaining special permission from the authors.

Performance under most contracts is also limited to performance of the works as written and parodies or substantial changes in both lyric and musical content are prohibited and, as above, special permission must be obtained. So called "arrangements" of musical compositions, however, have been generally accepted as a trade practice, although they are, technically speaking, a violation of most contracts.

Ownership of published works is usually determined from the copyright notice which must appear on the published work in order to be protected under statutory copyright. The date of this notice, obviously, also establishes the date of expiration of the copyright.

(b) Literary Works:

As yet there have not been formed any groups for the blanket licensing of literary properties along lines of the music organizations. The nearest approach to the music licensing groups are the major play brokers, such as Samuel French, Century Play Co., and literary agents. If the broadcaster wishes to program a play or an adaptation of a novel or a story, it is still necessary to obtain individual licenses from the copyright owners. With plays the best approach is application to some reliable play broker who usually will cooperate with the broadcaster even though he does not represent the property himself. With novels and stories the most practical way of ascertaining ownership is through the publisher who will be glad to refer the applicant either to the author's literary agent or to the author if he himself is not able to negotiate for the license involved.

While the Copyright Act provides for the free usage of fair quotation in the publication or dissemination of literary criticism, the utilizing of passages from copyrighted works in dramatic scripts is extremely dangerous even though the character into whose mouth the quotation is put labels it as a quotation.

While the Copyright Act does not specifically restrict anyone from reading poetry in public or for profit, there are certain pitfalls for the broadcaster. The Act does provide that the author has the sole right of dramatizing or setting to music any of his poetic creations. This right he, of course, can transfer to others through proper licensing. The broadcaster who programs a Poetry Hour may risk the construction that the very manner in which a poem is read constitutes dramatization, or if in a dramatic script he injects a portion of or an entire poem, that such usage tends to further the plot and therefore constitutes dramatization. In poetry programs the reader very often enhances his production through a background of music. In such a program the producer should be extremely careful that his background music is not so chosen that the cadences of the reading and of the music could be interpreted as an actual setting to music of the poem. It is advisable therefore to obtain permission for widespread usage of any poet's work and certainly in every case where the dramatic element or the possibility of having set the poem to music enters into its use.

These few suggestions are given herewith not as a solution to the broadcaster's copyright problems but as warning lights to the program director who, obviously, is constantly seeking to widen his programmatic scope and to use the literary and musical properties for which he is licensed to their fullest advantage.

PERSONNEL CHANGES IN FCC ENGINEERING DEPT.

The Federal Communications Commission has announced the appointment of John A. Willoughby as Assistant Chief Engineer and Chief of the Broadcast Division of the Engineering Department.

Mr. Willoughby was born in Florence, S. C., July 26, 1893. He attended Clemson College, Clemson, S. C., and George Washington University, specializing in electrical engineering. He also took a special course in communications engineering at Harvard University.

Mr. Willoughby spent his early days in radio work with the Bureau of Standards from 1916 to 1922. During this period he made several inventions, the most important being the submarine loop antenna for transmission and reception of radio signals on the surface and submerged, which invention was installed on all of our submarines during the latter part of World War I. In 1919 he was detailed by the Bureau of Standards to the Post Office Department to take charge of all experimental work, which included the development of an airplane signalling system to enable pilots to land in weather of poor visibility.

From 1923 to 1924 he was employed with the Army Air Corps at McCook Field, Dayton, Ohio, during which time he developed the interlocking "A" and "N" system which is now employed by government airways throughout the country. From 1924 to 1928 he was with the Naval Research Laboratory at Bellevue, D. C., and did considerable work with high frequency and high power transmitter and had several patents issued on anti-fading systems.

In August 1930 Mr. Willoughby entered the services of the Federal Radio Commission, predecessor to the FCC, as Senior Radio Engineer in the Broadcast Division. He was assistant Chief of the Broadcast Division of the FCC's Engineering Department from December 1941 to August 1944, when he was made Acting Chief of that Division.

Mr. Willoughby is married and has two children.

* * *

At the same time, the Commission named Clure H. Owen as Assistant Chief of the same Division.

Mr. Owen was born in Aldrich, Mo., June 5, 1904. He was graduated from Georgia School of Technology with the degrees of B.S. and M.S. in Electrical Engineering in 1930 and 1936 respectively. He was employed by the Radio News Laboratory, New York City in 1925, and later was associated with Daven Radio Corp., Newark, N. J. During the years which he attended the Georgia School of Technology, he served as an operator at Station WSB, Atlanta, Ga.

From 1931 to 1932, he served in the Radio Division, Commerce Department, when that Division was transferred to the Federal Radio Commission. He continued with the FRC and the FCC, and from 1941 to date has been Chief of the Hearing Section, Broadcast Division of the Engineering Department.

Mr. Owen resides in Arlington, Va.; is married and has two children.

BAKER LEAVES FCC LEGAL JOB

Philip M. Baker is leaving the Law Department of the FCC to join the staff of Andrew G. Haley, radio attorney in Washington, D. C. Mr. Baker is 34 years old and is a native of Washington, D. C. He attended Georgetown University and Georgetown Law School, graduating in 1934. He has been a member of the bar of the District of Columbia since 1933.

Since May, 1941, he has been with the Law Department of the FCC, Legislation, Rules & Regulations Section, Litigation and Administrative, and the Broadcast Division. Prior to 1941 Baker was investigator for the United States Civil Service Commission for New York and New Jersey areas. He has also performed legal work for the Puerto Rico Reconstruction Administration and the Social Security Board.

THERE ARE PEOPLE LIKE THIS

Printing on the large manila envelopes in which the "Let's Go to Town" kits were mailed to Task Force Commanders was the gift of the Hill Printing Co., Charles W. Hill, proprietor, and Benny Wells, manager.

When NAB's auditor, Mrs. Opan Hathaway, telephoned for the amount of the bill, Messrs. Hill and Wells reported, "No charge! If the stations can do all this for Eisenhower, we can do the printing."

929 STATIONS

During the month of September the FCC granted two new construction permits, deleted one station having a construction permit only, and licensed two stations to operate. A comparative table of the number of standard broadcast stations by months, follows:

	1943			1944									
	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1
Operations	911	911	910	910	910	909	909	909	910	912	913	912	914
Construction	2	2	2	2	4	8	9	11	13	12	13	16	15
	913	913	912	912	914	917	918	920	923	924	926	928	929

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, October 23. They are subject to change.

Tuesday, October 24

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif.—C. P. to change frequency increase power and install new transmitter; **1480 kc.**, 1 KW, unlimited.

Wednesday, October 25

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—C. P. to change frequency, increase power, change transmitter and transmiter site, install DA-night; **1440 kc.**, 1 KW, unlimited, DA-night.

Thursday, October 26

Consolidated Hearing

KSFO—The Associated Broadcasters, Inc., San Francisco, Calif.—Renewal of license, **560 kc.**, 1 KW night, 5 KW day, unlimited.

KROW—Educational Broadcasting Corp., Oakland, Calif.—Renewal of license, **960 kc.**, 1 KW, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

Everett L. Dillard, tr/as Commercial Radio Equipment Co., Washington, D. C.—Granted construction permit for new developmental broadcast station to use frequencies which may be assigned by the Commission from time to time; 250 watts, unlimited time, conditions. (B1-PEX-43)

Everett L. Dillard, tr/as Commercial Radio Equipment Co., Portable, area of Washington, D. C.—Granted construction permit for new developmental portable satellite broadcast station to operate on frequencies which may be assigned by the Commission from time to time; 100 watts, unlimited time, conditions. (B1-PEX-44)

WCOL—WCOL, Inc. (Assignor), Lloyd A. Pixley, et al., partners, d/b as The Pixleys, Columbus, Ohio—Granted consent to voluntary assignment of license of WCOL, Inc., from WCOL, Inc., to Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley, partners, d/b as The Pixleys. No monetary consideration involved; the purpose is to change licensee from that of a corporation to a partnership. (B2-AL-435)

KORN—Lloyd C. Thomas, et al. (Transferors), Arthur Baldwin (Transferee), Nebraska Broadcasting Corp. (Licensee), Fremont, Neb.—Granted acquisition of control of Nebraska Broadcasting Corp., licensee of station KORN, by Arthur Baldwin, through purchase of 139 shares of common stock from Lloyd C. Thomas, Earl J. Lee, S. S. Sidner, A. C. Sidner and H. A. Gunderson for a total of $8,754.70. (B4-TC-390)

KVOX—David C. Shepard (Transferor), David C. Shepard, Howard S. Johnson, et al. (Transferees), KVOX Broadcasting Co., Moorhead, Minn.—Granted consent to relinquishment of control of KVOX Broadcasting Co., licensee of station KVOX, by David C. Shepard, through the transfer of 68 shares of stock. No monetary consideration involved. (B4-TC-401)

The Regents of the Univ. of Mich., Ann Arbor, Mich.—Granted construction permit for new noncommercial educational broadcast station to use frequency **42100 kc.**, 50 KW, special emission for FM, unlimited time, subject to approval of antenna by Chief Engineer. (B2-PED-26)

LICENSE RENEWALS

KTFI—Radio Broadcasting Corp., Twin Falls, Idaho—Granted renewal of license for the period ending November 1, 1945.

WDRC—WDRC, Inc., Hartford, Conn.—Granted renewal of license for the period ending November 1, 1945.

WEBC—Head of the Lakes Broadcasting Co., Duluth, Minn.—Granted renewal of license for main and auxiliary for the period ending November 1, 1945.

MISCELLANEOUS

Rochester Broadcasting Corp., Rochester, N. Y.—Granted petition for postponement to November 15, 1944, of hearing now set for October 17, in re application of applicant, WARC, Inc., and Seneca Broadcasting Corp. for a new station at Rochester, and application of The Finger Lakes Broadcasting System (Gordon P. Brown, owner), for a new station at Geneva, N. Y.

WJNO—WJNO, Inc., W. Palm Beach, Fla.—Granted construction permit to move transmitter from 1415 Okeechobee Road to 1600 No. Flagler Drive, W. Palm Beach, a distance of approximately 2½ miles northeast of present site.

The Commission announced adoption of an Order (B-208) granting the application of Texas Star Broadcasting Company, for license of Station KTHT, Houston, Texas. (Docket No. 6632)

WHHI—York County Broadcasting Co., Rock Hill, S. C.—Granted modification of construction permit authorizing a new station, for extension of completion date to 12-13-44.

WJXN—Ewing Broadcasting Co., Jackson, Miss.—Granted construction permit covering new station, for approval of antenna, approval of transmitter location at ½ mile South of Fair Grounds between Spring Lake Club Road and Capitol St., Jackson, and to specify studio location as Deposit Guaranty Bldg., 200 E. Capitol St., Jackson. This authority is granted subject to the condition that permittee will install approved frequency and modulation monitor when available and provided a method of checking percentage modulation and frequency deviation acceptable to the Chief Engineer in accordance with Commission's Order of May 2, 1944, is followed until such monitors are available.

The following applications for new high frequency FM broadcast stations, were placed in the pending files in accordance with Commission policy of February 23, 1943:

Evansville on the Air, Inc., Indianapolis; Harbenito Broadcasting Co., Inc., Harlingen, Texas; KJBS Broadcasters, a partnership, San Francisco; Telecast, Inc., Roanoke Rapids, N. C.; Warner Bros. Broadcasting Corp., Hollywood, Calif.

KONP—Evening News Press, Inc., Port Angeles, Wash.—Granted modification of construction permit authorizing a new station, to change type of transmitter, make changes in antenna, for approval of transmitter location at NE corner Lot 17 on 1st St., between Cherry and Valley Sts., Port Angeles, and to specify studio location at First and Cherry Sts., Port Angeles, subject to condition that permittee will install approved modulation and frequency monitors when equipment is available. (Action taken by Adm. Board, 10-6-44.)

APPLICATIONS FILED AT FCC

990 Kilocycles

WIBG—Seaboard Radio Broadcasting Corp., Philadelphia, Pa.—Construction permit to move the W.E. 353-E-1 transmitter for use as an auxiliary with power of 1 KW, employing directional antenna for day and night use.

1370 Kilocycles

WSAY—Brown Radio Service & Laboratory (Gordon P. Brown, owner), Rochester, N. Y.—Modification of construction permit (B1-P-2924 as modified, which authorized change of frequency, increase in power, installation of directional antenna and new transmitter and move) for extension of completion date from 11-1-44 to 1-1-45.

1460 Kilocycles

KTYW—Cascade Broadcasting Co., Inc., Yakima, Wash.—License to cover construction permit (B5-P-3559 as modified), which authorized move of station and antenna changes.

KTYW—Cascade Broadcasting Co., Inc., Yakima, Wash.—Authority to determine operating power by direct measurement of antenna power.

KTYW—Cascade Broadcasting Co., Inc., Yakima, Wash.—Modification of construction permit (B5-P-3559 as modified, which authorized move of station and antenna changes) for extension of completion date from 10-11-44 to 11-11-44.

1490 Kilocycles

WHOT—South Bend Broadcasting Corp., South Bend, Ind.—License to cover construction permit (B4-P-3569) as modified), which authorized construction of a new standard broadcast station.

WHOT—South Bend Broadcasting Corp., South Bend, Ind.—Authority to determine operating power by direct measurement of antenna power.

FM APPLICATIONS

NEW—Mrs. W. J. Virgin, Medford, Oregon—Construction permit for a new high frequency (FM) broadcast station to be operated on **49500 kc.** with coverage of 3,121 square miles.

NEW—Howard W. Davis, tr/as The Walmac Company, San Antonio, Texas—Construction permit for a new high frequency (FM) broadcast station to be operated on **45300 kc.** with coverage of 10,506 square miles.

NEW—Press Publishing Co., Sheboygan, Wis.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48500 kc.** with coverage of 2,360 square miles.

NEW—Portland Broadcasting System, Inc., Bangor, Maine.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45100 kc.** with coverage of 6,512 square miles.

TELEVISION APPLICATIONS

NEW—Zenith Radio Corp., Chicago, Ill.—Construction permit for a new experimental television broadcast station to be operated on **488000** to **504000 kc.,** power of 250 watts (1 KW peak) for visual and 1 KW for aural.

NEW—The Outlet Company, Providence, R. I.—Construction permit for a new commercial television broadcast station to be operated on Channel #7 (**102000-108000 kc.**), ESR 4,014.

NEW—Philco Radio and Television Corp., Arlington P.O., Va.—Construction permit for a new experimental television broadcast station to be operated on Channel #4 (**78000-84000 kc.**), A5 and special emission and power of 3 KW (peak) for visual and 3 KW for aural.

MISCELLANEOUS APPLICATIONS

WNRE—National Broadcasting Co., Inc., Bound Brook, N. J.—Modification of construction permit (B1-PIB-45 as modified, which authorized construction of a new international broadcast station) for extension of completion date from 11-7-44 to 2-7-45.

NEW—Temple V. Ehmsen, Portland, Oregon—Construction permit for a new developmental broadcast station to be operated on **45500 kc.,** power of 1 KW and special emission for FM and facsimile.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Canute Company—A complaint has been issued charging the Canute Co., 240 North Milwaukee St., Milwaukee, with disseminating false advertisements concerning a preparation for the hair which it sells under the name "Canute Water." (5234)

Wheeler Laboratory, 1190 West Euclid Avenue, Detroit, compounding and selling a preparation designated "Climate," represented as a remedy for asthma and hay fever, is charged in a complaint with false advertising and misrepresentation. (5233)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Howard Clock Corp., 1718-20 North Damen Ave., Chicago, manufacturing and selling electric clocks to the wholesale and jobber trade, has been ordered to cease and desist from misrepresentation. (5119)

Manhattan Soap Company, Inc., 441 Lexington Avenue, New York, and Franklin Bruck Advertising Corporation, 1270 Sixth Avenue, New York, in connection with the advertising and sale of "Sweetheart Toilet Soap," have agreed to cease and desist from representing, directly or by implication, that "Sweetheart Toilet Soap" will not become gelatinous. (03236)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Grossman Furs, Inc., 259 West 30th Street, New York, and J. & L. Furriers, Inc., 236 West 27th Street, New York, both selling and distributing fur garments, have stipulated to cease and desist from using the words "Lynx," "Red Fox" or "Blue Fox," either alone or in connection with any combination of words, in advertisements, or invoices, stamped on furs, or in any other manner, to describe furs or fur products made from other than lynx, red fox or blue fox peltries, respectively, unless the words are compounded with the word "dyed" or "processed," and when so compounded are immediately followed in equally conspicuous type by the true name of the fur; and from designating furs or fur products in any other manner than by use of the true name of the fur as the last word of the designation; and, when any dye or process is used to simulate any other fur, the true name of the fur appearing as the last word of the designation shall be immediately preceded in equally conspicuous type by either the word "dyed" or "processed" compounded with the name of the simulated fur, such as "Lynx-Dyed Lamb." (3896-3897)

Picture Ring Company—In a stipulation, Picture Ring Company, Butler Building, Cincinnati, Ohio, has agreed to a substitute paragraph relative to the use of the term "free" in a previous stipulation. It agrees under the amendment to cease using the term "free" or any term of similar meaning to describe or refer to merchandise which is furnished as compensation for services rendered or for which the payment of money is required. (02640)

Sol Raphael, Inc., 333 Seventh Avenue, New York, selling and distributing fur garments, has stipulated to cease and desist using the words "Silver Foxes," "Silver Fox" or "Silvered Fox," either alone or in combination with other words, to describe furs or fur products made from peltries other than those of silver foxes unless such words are compounded with either the word "dyed" or "processed," and when so compounded are immediately followed in equally conspicuous type by the true name of the fur; and from describing any fur products in any manner other than by use of the true name of the fur as the last word of the designation, and when any dye or process is used to simulate any other fur, the true name of the fur shall be immediately preceded in equally conspicuous type by either the word "dyed" or "processed" compounded with the name of the simulated fur. (3898)

Supreme Hosiery Co., 807 Roosevelt Road, Chicago, engaged in the sale of hosiery and lingerie, has agreed to the amendment of a stipulation he entered into with respect to the use of the word "free" in designating his merchandise. (02838)

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 43, October 27, 1944

NAB CIRCULATION PROJECT APPROVED BY ASSOCIATION OF NATIONAL ADVERTISERS

The Association of National Advertisers has enthusiastically approved the proposal to join in the formation of a bureau to measure radio station circulation, it was announced at National Association of Broadcasters headquarters today.

The American Association of Advertising Agencies on October 3 took similar action.

Board action of ANA and AAAA followed study of the NAB plan which was presented by J. Harold Ryan, President of NAB, Hugh Felties, Roger W. Clipp, Chairman of the NAB Research Committee and Committee members on September 22. The method was developed by the NAB Research Committee and approved by the Board of Directors and the general membership of the Association at the NAB Executives War Conference in Chicago, August 30.

VIEWS ON PROPOSED RULE COVERING 317 TO BE PRESENTED

Views of the broadcasting industry on the rule proposed by the FCC to govern the announcement of sponsored programs will be presented to the FCC at the time that body hears oral argument in the matter.

The Commission has given notice to all licensees of its intention to promulgate a regulation governing the form of sponsorship announcement required by Section 317 of the Communications Act of 1934 and has fixed November 1 as the date for filing briefs and November 10 as the date for argument. The text of the proposed rule and order appears on page 366 of NAB Reports, October 6, 1944.

President Ryan announced this week that Philip G. Loucks, former Managing Director of the NAB, has been retained as counsel to present the Association's views to the Commission. Conferences with the legal staff of the FCC have already been inaugurated in the hope that agreement can be reached between the Commission and the industry on the form of regulation to be adopted. Further conferences will be held and in order to provide adequate time to explore the possibilities of agreement, the NAB has requested that both the time for filing briefs and oral argument be continued for not less than two weeks.

ACLU REQUESTS IDENTIFICATION OF POLITICAL ADS

From a press release of the American Civil Liberties Union we quote:

"A request to the FCC to require that sponsors of political announcements be identified was made in by a telegram sent on October 16 to James L. Fly, chairman, of the ACLU through Thomas Carskadon, chairman of the Radio Committee, Arthur Garfield Hays and Roger N. Baldwin.

"We are advised," the telegram said, "that radio stations throughout the country are now carrying spot announcements in behalf of political candidates without indicating sponsorship. Since these are paid political advertisements we assume that the Commission's rules would cover an indication of sponsor. Listeners at present have no means of identifying this paid political propaganda. May we urge your immediate attention with prompt instructions to the industry?"

RYAN ANSWERS STATEMENTS ABOUT CODE MADE IN WHKC CASE

(As released by NAB News Bureau)

NAB President Harold Ryan issued the following statement:

"The NAB has followed with great interest the hearings in the UAW-CIO-WHKC case.

"Certain statements have been made regarding the NAB Code in connection with the testimony offered in this case which the Association feels should be clarified.

"Station WHKC had sold commercial time to the CIO local of Columbus, Ohio, and when the sponsor presented his script for a certain program the station refused to accept it for broadcast on a sponsored basis on the ground that it was controversial, without offering time on a sustaining basis.

"The Code, however, neither suggests nor implies any release from the responsibility of the station licensee in the case of controversial material to give free time for the purpose of discussing the controversial subject. There is no language nor implication in the Code which justifies or encourages a radio station to refuse either to sell a forum type program or give time for the discussion of controversial questions in the public interest. On the contrary, the Code highlights very pointedly the responsibility of the station to encourage sponsored forums and to give time for the discussion of these controversial issues.

"In the opinion of the NAB station WHKC should have considered the propriety of broadcasting this program on sustaining time."

THE ALLOCATION HEARINGS

The Federal Communications Commission resumed the hearing of testimony on television on Tuesday, October 24, following several days which had been devoted to police, safety and emergency services. That portion of the allocation hearing devoted to television will probably end on Friday (27).

Immediately following the television testimony ten witnesses are scheduled to appear on facsimile. The Commission will then hear several witnesses in connection with other broadcast services such as relay pickup, satellite control and relay program circuits. With the taking of testimony in connection with these supplementary services, it is anticipated that those portions of the hearings of interest to broadcasters will be concluded.

Special NAB Allocation Hearings Bulletins Nos. 6 and 7 have been delayed by reason of a printers' strike, but will be mailed within a few days. Other special bulletins covering those portions of the testimony of interest to the broadcasters will be sent as quickly as they can be gotten out.

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel for Labor Relations.*

SCHOOL BROADCAST CONFERENCE MAKES AWARDS, DISCUSSES FM

Dr. I. Keith Tyler, Director of Radio Education for Ohio State University, was named winner of the award for outstanding and meritorious service in educational radio for 1944 at the 8th Annual School Broadcast Conference this week in Chicago. Dr. Tyler is President of the Association for Education by Radio and Director of the Annual Institute for Education by Radio.

The three day Conference, October 22, 23 and 24, heard Dr. C. C. Dykstra, President of the University of Wisconsin, sound a virtual keynote for the meeting when he told the annual AER luncheon assemblage on Tuesday that teachers and educational broadcasters should be more aggressive in procuring broadcast facilities of their own and in their overall approach to the medium.

There was general recognition in open discussions that programming was a serious responsibility and should not be taken for granted in the educator's FM plans.

The Conference was of the discussion type throughout, interspersed with demonstrations of classroom use of radio. Dr. Lyman Bryson, CBS Director of Education, was permanent chairman and discussion leader.

Citations gave special recognition to the following: Miss Della Rogers, teacher in the Alameda School of Portland, Oregon, for her use of the program "Marcus and Narcissus Whitman" in the "There'll Always Be Heroes" series, written and produced by station KGW and aired also by station KBPS for use in the 6, 7 and 8th grades; Minerva R. Dorwart and Rose M. Farese, teachers in the Campbell School of Philadelphia for their classroom use of the Program, "Music in the Air", heard over station WFIL; Lucyle Urich and Rose Yunek, teachers in the Woodbine School of Cicero, Illinois, for their classroom utilization of Hansel and Gretal, a program in the Magic Harp series, written and produced by WLS-Schooltime; Helen K. Smith, a teacher in the Grant Elementary School, for her classroom utilization of the program, "The Matchlock Gun," in the series, "Let's Tell a Story", written and produced by the Radio Council of the Chicago Public Schools and heard over stations WBEZ and WIND; Mrs. Lillian N. Ort, teacher in the D. R. Cameron Elementary School, Chicago, Illinois, for her classroom utilization of the "United We Stand" series of programs, written and produced by WLS-Schooltime; Mrs. Anne Burtrum, a teacher in the Holmes Elementary School, Chicago, Illinois, for her classroom utilization of the program, "Middle and South America", in the program series, "Places and People", produced by the Radio Council of the Chicago Public Schools in cooperation with the Chicago Natural History Museum, and heard over stations WBEZ and WIND; Sophie Dzierlenga, a teacher in the Peabody Elementary School, for her classroom utilization of news reports heard over every major station and network in Chicago, as well as the FM Station WBEZ, on June 6, "D-Day." This particular 8-a group of students listened to the radio throughout the school day, divided themselves into committees to keep the various grade levels informed of developments, and made hourly reports to all classrooms throughout the school. Mr. Robert B. Hudson, director of the Rocky Mountain Radio Council, for two series of programs, the Rocky Mountain Radio Council's productions of "Story-time", done for Colorado State College of Education at Greeley, and released in Denver over station KLZ. Mr. Hudson's second program is an art series, entitled "Art Speaks Your Language", done by the Council for the Denver Art Museum and released by station KFEL in Denver.

George Jennings, Director of the School Broadcast Conference, planned and supervised the 8th annual meeting with the assistance of the following Executive Committee: Dean Douglass, Radio Corporation of America, Chicago; Robert Hansen, WIND, Chicago; David Heffernan, Assistant Superintendent, Cook County Schools; Lt. Col. Harold W. Kent, Honorary Chairman, SBC Executive Committee; Elizabeth E. Marshall, Program Director, Radio Council-WBEZ, Chicago; William Newton, British Broadcasting Corporation, Chicago; Myrtle Stahl, WGN-Mutual, Chicago; E. Jerry Walker, WLS, Chicago; Judith Waller, National Broadcasting Company, Chicago; Florence Warner, Columbia Broadcasting System, Chicago.

Commercial station representatives were on hand and joined in the discussions with educators and managers and staff members of educational stations. Willard D. Egolf represented the National Association of Broadcasters.

WARNING ON SALE OF ELECTRONIC MATERIAL

War contractors with privately owned idle and excess electronic material and components should be urged to sell them to legitimate distributors rather than possible speculators, the Electronic Distributors Advisory Committee recommended at its meeting, WPB says.

These idle and excess inventories have been screened by the components inventory section of the Radio and Radar Division and the holders permitted to sell them under appeal for WPB 1161 to any purchasers in accordance with priorities regulation 13, WPB says.

Committee members expressed the opinion that electronic distributors are in a position to supply many of the lesser public services such as police departments, civil aeronautic groups with needed components and also could supply dealers who service civilian products. This procedure would work to the advantage of war contractors, many members pointed out, since much of the material would go into the servicing of the contractors on pre-war products.

Members also discussed the effects of the recent revocation of Orders L-72 and L-293. WPB officials pointed out that the revocation of L-293 should in no way hinder civilian dealers since allocation of materials are made to component manufacturers on the basis of total deliveries of the components and special allocations are not generally provided for civilian production.

The committee also discussed the probable shortage of components which would not be covered by WPB orders except for military uses. Members expressed the opinion that the industry could work out any problems regarding distribution of these components for civilian use, WPB said.

WHAS AWARDS SCHOLARSHIP

Radio station WHAS has awarded a four year, all-expense scholarship to the University of Louisville to Miss Helen Greer, Ashland, Kentucky, winner of a contest conducted by the station to find the best singing voice in Kentucky and Southern Indiana.

The contest, open to high school graduates of the years 1942, 1943 or 1944, was inaugurated by the station as a public service to find the young man or young woman with exceptional talent and give him or her an opportunity to develop that talent and gain actual radio experience on a regular WHAS program while going to school. Co-sponsored by the Rotary Clubs in the area, the contest closed with the final auditions being broadcast over WHAS October 11th, at which time the winner was chosen.

KANSAS CITY SYMPHONY SOLD FOR TWENTY WEEK SERIES

Kansas City's 85-piece Philharmonic Orchestra, which last season came under the baton of Efrem Kurtz, this year joins that select group of half a dozen commercially sponsored musical organizations, checking in with a full 20-week season of Thursday evening half-hour broadcasts over KMBC of Kansas City.

Contract rights, sold to the Kansas City Southern Lines, with home offices in Kansas City, place the Philharmonic right up front with the New York, Boston, Detroit, San Francisco and Los Angeles orchestras, only other symphony groups in the country with a completely sponsored season over radio.

Radio contract is a repeat performance for KMBC, which last year sold the first commercial broadcasts in the orchestra's 11-year history, a series of four concerts during the last month of the 1943-44 season.

BLUE FILES FOR NAME CHANGE

The Blue Network Company, Inc., of New York has filed an application with the FCC for voluntary assignment of license to the American Broadcasting Company, Inc. This includes all of its stations and relay stations.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commision during the week beginning Monday, October 30. They are subject to change.

Monday, October 30

Consolidated Hearing

NEW—Durham Broadcasting Co., Inc., Durham, N. C.—C. P., **1580 kc.**, 250 watts, unlimited.

NEW—Harold H. Thoms, Durham, N. C.—C. P., **1580 kc.**, 1 KW, unlimited.

Wednesday, November 1

Further Hearing

WTCN—Minnesota Broadcasting Corp., Minneapolis, Minn.—C. P., **710 kc.**, 10 KW, unlimited time, DA night.

WHB—WHB Broadcasting Company, Kansas City, Mo.—C. P., **710 kc.**, 5 KW, unlimited time, DA—day and night.

Thursday, November 2

WGBF—Evansville On the Air, Inc., Evansville, Ind.—Renewal of license; **1280 kc.**, 1 KW night, 5 KW day, unlimited.

Friday, November 3

Consolidated Hearing

NEW—Centennial Broadcasting Co., Portland, Maine—C. P., **1450 kc.**, 250 watts, unlimited.

NEW—Northeastern Radio and Television Corp., Portland, Maine —C. P., **1450 kc.**, 250 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

KABC—Alamo Broadcasting Co., San Antonio, Texas—Granted request for a 30-day extension of time ending November 17, 1944, to comply with the terms of the conditional grant which specified that a construction permit will not be issued until the Commission has received evidence in writing from the WPB that any authorization necessary for construction has been obtained, or none is required.

KOBH—Black Hills Broadcast Co., Rapid City, So. Dak.—Granted request to change call letters of station from KOBH to KOTA.

WCLE—United Broadcasting Co., Cleveland, Ohio—Granted request to change call letters of station from WCLE to WHKK.

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted modification (B5-MP-1771) of construction permit, which authorized change in frequency, etc., for extension of completion date from 11-1-44 to 12-1-44.

WCAO—The Monumental Radio Co., Baltimore, Md.—Granted license to cover construction permit which authorized move of formerly licensed RCA transmitter from 811 West Lanvale St., Baltimore, to east side of Park Heights Ave., 1.2 miles NW from city boundaries, near Baltimore, and operate as an auxiliary transmitter with power of 1 KW using directional antenna. (B1-L-1831)

WOL—Iowa Broadcasting Co., Washington, D. C.—Granted modification of license to change corporate name to Cowles Broadcasting Co.

KRNT—Iowa Broadcasting Co., Des Moines, Iowa—Granted modification of license to change corporate name to Cowles Broadcasting Co.

KFYO—Plains Radio Broadcasting Co., Lubbeck, Texas—Granted authority to determine operating power by direct measurement of antenna power.

WLAK—Radio Station WLAK, Lakeland, Fla.—Granted authority to determine operating power by direct measurement of antenna power.

DOCKET CASES

The Commission announced its Decision and Order (B-135) granting the application for consent to voluntary assignment of license of Station WSAR, Fall River, Mass., from Doughty and Welch Electric Co., to the Fall River Broadcasting Co. (Docket No. 5902)

In its Decision, the Commission pointed out that it has heretofore indicated, in actions upon other applications, that it has serious questions as to whether broadcast stations should be licensed under conditions where responsibility for management would be placed in the hands of trustees without beneficial interest, for management in the manner of trust properties, and stated, in its judgment, the duties and responsibilities which devolve upon licensees of broadcast stations should not be placed in the hands of persons and organizations whose primary interests are in rendering general trust services as trustees.

"In this case, the Commission finds that provision has been made for competent interested management of the station by trustees who have shown that it will be a matter of primary interest with them, and the station will be managed by a competent experienced executive. The evidence which has been presented affords assurance that operation of WSAR by the Fall River Broadcasting Co. will provide a service which is efficient and at the same time on a broad basis consonant with the obligations of licensees to render service in the public interest."

Commissioner Case concurred, but reserved his opinion in so far as the decision indicates that trustees without beneficial interest are not proper licensees of a radio broadcast station.

DESIGNATED FOR HEARING

Joe L. Smith, Jr., Charleston, W. Va.—Designated for hearing application for construction permit for new station to operate on **1400 kc.,** 250 watts, unlimited time, to be heard with application (B2-P 3704) of Reed D. Smith, requesting the same facilities in Charleston. (B2-P-3666)

Telegram Publishing Co., Salt Lake City, Utah.—Designated for hearing appplication for new station to operate on **1490 kc.,** 250 watts, unlimited time. (B5-P-3694)

WPRP—Julio M. Conesa, Ponce, Puerto Rico.—Designated for hearing application for construction permit (B-P-3547) to move transmitter from #4 Trujillo, at Ponce, to Barrio Cerrillos-Military Road, San Juan—Ponce, P. R., and install new antenna; and application (B-AL-399) for voluntary assignment of license from Julio M. Conesa to Voice of Porto Rico, Inc.

Consolidated Broadcasting Co., Ponce, P. R.—Designated for hearing application for new station to operate on **1420 kc.,** 250 watts, unlimited time; this application to be consolidated with above WPRP applications together with those in Dockets 5678, 6107 and 6108.

Ronald B. Woodyard, Utica, N. Y.; Utica Broadcasting Co., Inc., Utica, N. Y.—Designated for hearing application for new station to operate on **1450 kc.,** 250 watts, unlimited time (B1-P-3636), together with application of Utica Broadcasting Co., Inc. (B1-P-3206), for the same facilities.

Ernest E. Forbes, Jr., tr/as Magic City Broadcasting Co., Birmingham, Ala.; Ramon G. Patterson and Louise Patterson (Pursley) d/b as Patterson Broadcasting Service, Birmington, Ala.; Thomas N. Beach, Birmingham, Ala.; Couricr Broadcasting Service, Inc., Birmingham, Ala.—Designated for hearing application (B3-P-3671) for new station to operate on **1490 kc.,** 250 watts power, unlimited time, transmitter location to be determined, to be consolidated with application of Patterson Broadcasting Service (B3-P-3647), and application of Thomas N. Beach (B3-P-3713) for the same facilities, and application of Courier Broadcasting Service, Inc. (B3-P-3681), to use frequency **1260 kc.,** 250 watts, unlimited time (Commissioner Durr not participating).

KOWH—World Publishing Co., Omaha, Neb.—Denied special service authorization to operate on **660 kc.,** with 250 watts night, 500 watts-LS, unlimited time for the period ending Nov. 1, 1946.

Board of Education, Toledo City School Dist., Toledo, Ohio.—Placed in the pending files application for construction permit for new noncommercial educational broadcast station. (B2-PED-37)

WAUB—WSIX Broadcasting Station, Portable-Mobile, Area of Nashville, Tenn.—Granted license for a relay broadcast station; frequencies **1646, 2090, 2190,** and **2830 kc.,** 40 watts. (B3-LRY-311)

The following applications for new *High Frequency FM* Broadcast stations were placed in the pending files in accordance with Commission's policy of February 23, 1943:

Fidelity Media Broadcasting Corp., Newark, N. J.; Frontier Broadcasting Co., Inc., Austin, Texas; Frontier Broadcasting Co., Inc., Waco, Texas; Hearst Radio, Inc., Milwaukee, Wis.; The Huntsville Times Co., Inc., Huntsville, Ala.; The Toledo Blade Co., Toledo, Ohio; Mrs. W. J. Virgin, Medford, Ore.; WDOD Broadcasting Corp., Chattanooga, Tenn.

LICENSE RENEWALS

WKPA—Allegheny Kiski Broadcasting Co., New Kensington, Pa.—Granted renewal of license for the period ending May 1, 1947.

KFJZ—Tarrant Broadcasting Co., Fort Worth, Texas.—Granted renewal of license for main and auxiliary for the period ending Nov. 1, 1945.

WHAZ—Rensselaer Polytechnic Inst., Troy, N. Y.—Granted renewal of license for the period ending November 1, 1945.

WHBL—Press Publishing Co., Sheboygan, Wis.—Granted renewal of license for the period ending November 1, 1945.

WBLR—Columbus Broadcasting Co., Inc., Area of Columbus, Ga.—Granted renewal of relay broadcast station license for the period ending Feb. 1, 1945.

KWBG—Ben S. McGlashan, Area of Los Angeles.—Granted renewal of relay broadcast station license for the period ending Feb. 1, 1945.

WAXL—Jonas Weiland, Area of Kinston, N. C.—Granted renewal of relay broadcast station license for the period ending Feb. 1, 1945.

WHER-WMFB—Westinghouse Radio Stations, Inc., Area of Boston.—Granted renewal of relay broadcast station license for the period ending May 1, 1945.

WJWA—Birney Imes, Jr., Area of Columbus, Miss.—Granted renewal of relay broadcast station license for the period ending June 1, 1945.

KIEG-KIEF—Seattle Broadcasting Co., Area of Seattle, Wash.—Granted renewal of relay broadcast station license for the period ending November 1, 1945.

WATS—Allen T. Simmons, Area of Tallmadge, Ohio.—Granted renewal of relay broadcast station license for the period ending November 1, 1945.

WOEB—Agricultural Broadcasting Co., Area of Chicago.—Granted renewal of relay broadcast station license for the period ending November 1, 1946.

WASJ-WNYK-WNYL-WNYN-WNYO—City of New York Municipal Broadcasting System, Area of New York City.—Granted renewal of relay broadcast station license for the period ending November 1, 1946.

WLOY—Loyola University, Area of New Orleans—Granted renewal of relay broadcast station license for the period ending November 1, 1946.

WENM—The Evening News Association, Area of Detroit.—Granted renewal of relay broadcast station license for the period ending May 1, 1947.

WFME—Monocacy Broadcasting Co., Area of Frederick, Md.—Granted renewal of relay broadcast station license for the period ending May 1, 1947.

WAHM—Richmond Radio Corp., Area of Richmond, Va.—Granted renewal of relay broadcast station license for the period ending May 1, 1947.

MISCELLANEOUS

KMJ—McClatchy Broadcasting Co., Fresno, Cal.—Granted petition to intervene in the hearing on application of KFXD to change frequency and power, etc., and move station to Boise, and applications of Queen City Broadcasting Co., Inc., and Idaho Broadcasting Co., for new stations at Boise.

Rochester Broadcasting Corp., Rochester, N. Y.—Granted petition for order to take depositions in re their application for new station, and applications of The Finger Lakes Brdcstg. System, WARC, Inc., and Seneca Broadcasting Corp., applicants for new stations.

Idaho Broadcasting Co., Boise, Idaho.—Granted petition to take depositions in re applications for new station in Boise by petitioner, Queen City Broadcasting Co., and application to move KFXD to Boise.

Miss. Broadcasting Co., Inc., Jackson, Miss.—Withdrew motion for waiver of rule regarding time of filing depositions in re application for new station at Jackson together with application of Birney Imes, Jr., and Miss. Broadcasting Co., for new station at Macon, and Meridian, Miss.

Miss. Broadcasting Co., Inc., Jackson, Miss.—Granted motion for leave to amend its application for new station and to sever from consolidated hearing. (Docket 6658)

Centennial Broadcasting Co., Portland, Maine.—Granted petition for leave to amend application for new station. (Docket 6662)

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Granted petition for continuance of hearing now set for Oct. 25 to November 24.

Mississippi Broadcasting Co., Inc., Macon, Miss.—Granted motion for continuance of hearing now set for Oct. 20 to Nov. 17, in re application of Birney Imes, Jr., and applicant's applications for new stations.

KSFO—The Associated Broadcasters, Inc., San Francisco, Cal.; KROW—Educational Broadcasting Corp., Oakland, Calif.—Granted motion for continuance of hearing on applications for renewal of licenses now set for Oct. 26, and continued same to Dec. 6.

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Cal.—Granted motion for leave to amend application for construction permit to change frequency and increase power, and removed same from the hearing docket.

W2XWG—National Broadcasting Co., Inc., New York City.—Cancelled license for temporary Class 2 experimental high frequency broadcast station at request of licensee because operation of this station was discontinued Sept. 23, 1944, and its activity is now maintained by station WEAF-FM.

APPLICATIONS FILED AT FCC

930 Kilocycles

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Construction permit to change frequency from **910 kc.** to **930 kc.**, power and hours of operation from 500 watts daytime to 250 watts night, 500 watts daytime and unlimited hours of operation. Amended: to change requested power to 500 watts day and night, install directional antenna for day and night use and change transmitter site.

960 Kilocycles

NEW—Coeur d'Alene Broadcasting Co., Coeur d'Alene, Idaho—Construction permit for a new standard broadcast station to be operated on **960 kc.**, power of 1 KW and unlimited hours of operation.

970 Kilocycles

WFLA—The Tribune Co., Tampa, Fla.—License to cover construction permit (B3-P-3491 as modified), which authorized increase in power and changes in directional antenna for night use.

WFLA—The Tribune Co., Tampa, Fla.—Authority to determine operating power by direct measurement of antenna power.

1230 Kilocycles

NEW—Voice of Talledega, Inc., Talledega, Ala.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, power of 250 watts and unlimited hours of operation.

KFFA—J. Q. Floyd, John Thomas Franklin and Sam Anderson, a partnership, d/b as The Helena Broadcasting Company, Helena, Ark.—Construction permit to change frequency from **1490 kc.** to **1230 kc.**

1240 Kilocycles

KFBC—The Frontier Broadcasting Co., Cheyenne, Wyo.—Acquisition of control of licensee corporation by The Cheyenne Newspapers, Inc., through purchase of 175 shares of common stock from W. A. Corson.

1290 Kilocycles

NEW—Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain, d/b as Illinois Valley Broadcasting Company, Peoria, Ill.—Construction permit for a new standard broadcast station to be operated on **980 kc.**, power of 1 KW and daytime hours of operation. Amended: to **1290 kc.**, 1 KW power and unlimited hours of operation, install directional antenna for day and night use and specify a transmitter site.

1340 Kilocycles

KPKW—Western Radio Corp., Pasco, Wash.—Modification of construction permit (B5-3587 which authorized a new standard broadcast station) for approval of antenna and approval of transmitter and studio locations.

WRHI—Ernest H. Carroll, Virginia B. Carroll, James S. Beaty, and William C. Beaty, d/b as York County Broadcasting Co., Rock Hill, S. C.—Modification of construction permit (B3-P-3591 which authorized a new standard broadcast station) for extension of completion date from 10-15-44 to 12-13-44.

1400 Kilocycles

NEW—KTOP, Inc., Topeka, Kans.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Capital Broadcasting Corp., Little Rock, Ark.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts and unlimited hours of operation.

KTNM—Lester Q. Krasin and Otto A. Krutzner, d/b as Krasin and Krutzner Broadcasting Co., Tucumcari, N. Mex.—Voluntary assignment of license to Hoyt Houck, Robert D. Houck, Walter G. Russell and Lonnie J. Preston, d/b as Tucumcari Broadcasting Company.

1450 Kilocycles

KNOE—KNOE, Inc., Monroe, La.—License to cover construction permit (B3-P-2887 as modified), which authorized construction of a new standard broadcast station.

KNOE—KNOE, Inc., Monroe, La.—Authority to determine operating power by direct measurement of antenna power.

NEW—Coast Ventura Company, Ventura, Calif.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

WROX—Robin Weaver, Sr., Clarksdale, Miss.—Voluntary assignment of license to Birney Imes, Sr.

1490 Kilocycles

NEW—Gulf Broadcasting Co., Inc., Mobile, Ala.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Central Broadcasting Co., Inc., Johnstown, Pa.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

FM APPLICATIONS

NEW—The Passaic Daily News, Paterson, N. J.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49900 kc.** with coverage of 3,878 square miles.

NEW—John W. Haigis, Greenfield, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49900 kc.** with coverage of 3,556 square miles.

NEW—Surety Life Insurance Co., Columbia, S. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43100 kc.** with coverage of 16,230 square miles.

NEW—Ned Shepler, Lawton, Okla.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.** with coverage of 4,500 square miles.

NEW—The Kansas City Star Co., Kansas City, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44500 kc.** with coverage of 26,400 square miles.

NEW—State University of Oklahoma, Norman, Okla.—Construction permit for a new non-commercial educational broadcast station to be operated on **42300 kc.**, power of 3 KW and special emission for FM.

NEW—Topeka Broadcasting Association, Inc., Topeka, Kans.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45500 kc.** with coverage of 4,804 square miles.

NEW—KOIN, Inc., Portland, Ore.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45700 kc.** with coverage of 12,856 square miles.

TELEVISION APPLICATIONS

NEW—Filene's Television, Inc., Boston, Mass.—Construction permit for a new commercial television broadcast station to be operated on Channel #7 (**102000-108000 kc.**), ESR 3,160.

NEW—Eleanor Patterson, tr/as The Times-Herald, Washington, D. C.—Construction permit for a new commercial television broadcast station to be operated on Channel #8 (**162000-168000 kc.**).

NEW—The Yankee Network, Inc., Hartford, Conn.—Construction permit for a new commercial television broadcast station to be operated on Channel #9 (**180000-186000 kc.**).

NEW—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 (**50000-56000 kc.**).

MISCELLANEOUS APPLICATIONS

NEW—Blue Network Company, Inc., New York, N. Y.—Authority to transmit recorded programs to all broadcast stations under control of the Canadian authorities that may be heard consistently in the United States.

NEW—Evansville on the Air, Inc., Glenwood, Ind.—Construction permit for a new developmental broadcast station to be operated on **44300 kc.**, power of 50 KW and special emission.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Georgia Peat Moss Co., Inc., Lake Park, Ga., is charged in a complaint with falsely representing that the commercial peat it mines and sells is "moss peat," when actually it is a product properly defined as "sedge peat." The respondent sells its product directly and through dealers to nurserymen, florists, farmers and poultry raisers. (5238)

Market Drug, 5900 Market St., Philadelphia, is charged in a complaint with disseminating false advertisements concerning the therapeutic properties of certain medicinal preparations consisting of brown and white tablets, both sold by him under the name "Pep-O-Tabs." (5236)

Markus-Campbell Co. and its two subsidiary corporations, National Academy of Dress Design and National Baking School, all located at 1315 South Michigan Ave., Chicago, are charged in a complaint with misrepresentation in connection with the sale of correspondence courses of instruction in various subjects. The complaint also is directed against Joseph E. Markus, Reuben Paul Markus and Eugene Peterson, officers of the respondent corporations. (5235)

Peck and Hills Furniture Co., Inc., 42 East 32d St., New York, is charged in a complaint issued with misrepresenting the value and prices of its merchandise. The respondent company, which is engaged in the interstate sale of household furniture and floor coverings, operates a so-called dealer or trade showroom at its New York address. (5239)

Sterling Drug, Inc.—A complaint alleging the dissemination of false advertisements concerning the therapeutic properties of Ironized Yeast Tablets has been issued against Sterling Drug, Inc., 170 Varick St., New York, successor to Sterling Products, Inc. The complaint also is directed against the advertising agency of Ruthrauff & Ryan, Inc., 405 Lexington Ave., New York, which allegedly prepares and places all advertising matter used by Sterling Drug, Inc., in promoting the sale of the preparation. (5237)

Stevens Clothing Mfg. Co.—A complaint has been issued charging Stevens Clothing Manufacturing Co., Inc., Menands, N. Y., with misrepresentation in connection with the sale of men's clothing. (5240)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Life of Wheat Corporation, Monticello, Ill., selling and distributing a wheat germ product designated "Life of Wheat" represented as a health product and restorative, especially important for elderly people, has stipulated to cease and desist from representing that Life of Wheat has more B Vitamins than any other common food and is rich in B Complex Vitamins; that one ounce or two tablespoonfuls of the product will provide more Vitamin B Complex than four slices of whole wheat bread, or implying conversely that six pounds of whole wheat bread contain but one ounce of wheat germ; that two tablespoonfuls of the product with its other food assures that a child will have the daily requirement of all the B Complex Vitamins; that Life of Wheat is "insurance" that the family will get the protective vitamins, minerals and protein likely to be lacking in the average diet; that an ounce of Life of Wheat is equal in food value to one and one half ounces of meat; that it is richer in protetin, ounce for ounce, than any other common food or that it is richer than meat or eggs with no qualifying statement limiting the comparison to a basis of equal weights, or in any other way representing that the recommended daily intake of Life of Wheat is a more adequate source of high quality protein than the much larger daily intake of such other foods. (3899)

National Unclaimed Freight, 604 Walnut St., Kansas City, Mo., selling furniture and other merchandise, have stipulated to cease and desist from misrepresentation of their products and business. (3901)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Carlay Co., 160 East Illinois St., Chicago, and Carl A. Futter, its treasurer and principal stockholder, has been ordered to cease and desist from disseminating false advertisements concerning a candy product designated "Ayds," which they advertise as providing an easy method of removing excess weight when used in conjunction with their dieting plan. (4898)

Colran Institute, 3809 Main Street, Houston, Texas, and Mervyon E. Randall, his wife, selling an electrical device designated "The Electric Facial Rejuvenator" and "The Colran Electro-Lifter" together with certain cosmetic preparations designated "Cleansing Oil," "Contact Solution," "Special Cleansing Solution," and "Conditioning Oil," all advertised together by the respondents as "The Colran Method of Face Lifting Without Surgery" and as "The Colran Method of Non-Surgical Facial Rejuvenation," have been ordered to cease and desist from mispresentation of their methods and products. (4886)

Rucker's Imperial Breeding Farm, Inc., and Ross R. Salmon, treasurer of the corporation, Ottumwa, Iowa, have been ordered to cease and desist from misrepresentation in connection with the sale and distribution of baby chicks. (5117)

Professional Collection Association, 333 State St., Detroit, has been ordered to cease and desist from misrepresenting the nature of his business. (5056)

Ulrici Medicine Co., Inc.—An order to cease and desist from disseminating false advertisements concerning the therapeutic properties of a medicinal preparation designated "Ceregen' has been issued against Ulrici Medicine Co., Inc., 233 West 14th St., and Trans-Pac Services, Inc., 602 West 52nd St., both of New York. (4853)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 44, November 3, 1944

DISSENTS TO ALLOCATION PROPOSAL

In the course of the Allocation Hearings Mr. Joseph L. Weiner, representing a group of persons some of whom are presently associated with Musak Corporation, outlined a proposal for the allocation of certain frequencies to be used to furnish a subscription radio service (see NAB Special Allocation Hearings Bulletin No. 5, page 23 et seq.). In connection with this proposal J. H. Ryan, NAB President, addressed the following letter to the Commission:

"Re: Docket No. 6651—'Allocation of Frequencies to the Various Classes of Non-governmental Services in the Radio Spectrum from 10 Kilocycles to 30,000,000 Kilocycles.'

"At the time of my appearance as a witness at this hearing, the Commission's attention was directed to the growth of radio broadcasting as a service to all of the American people. I emphasized the need for the allocation of sufficient space in the radio spectrum to insure the expansion of this broadcasting service into the newly developed technical fields on a sound competitive basis and on a nation-wide scale.

"It is quite obvious from a reading of the testimony presented at this hearing that the requests for frequencies far exceed the number of such frequencies available in the useful radio spectrum. From testimony given by several witnesess it is evident that interference potentialities on frequencies in excess of 40 megacycles are greater than had previously been estimated. Therefore, the need for more channels for broadcasting is even greater than before.

"The Commission has received a request, through the testimony of Mr. Weiner representing 'Muzak,' for the allocation of frequencies for an alleged new kind of broadcasting service. It is our considered opinion that this request is not for a broadcasting service, but for a multiple address radio service. In Commission terms this type of service must properly be classified as point-to-point radio and as a limited common carrier. This proposed service is distinguishable from broadcasting to all the public because in particular it is addressed to those limited number of subscribers who can afford to pay the extra price.

"The National Association of Broadcasters urges the Commission not to sacrifice broadcasting to the public as a whole in favor of this limited common carrier point-to-point service. This point-to-point service does not require radio channels as of technical necessity. This type of service can be operated on land line systems."

FLY ANNOUNCES RESIGNATION

James Lawrence Fly, for the past five years Chairman of the Federal Communications Commission, yesterday (2) stated definitely that he has submitted his resignation, effective November 15. He revealed that he will enter the private practice of law at suite 1444, 30 Rockefeller Plaza, New York City. No further amplification was given, nor was there any indication from the White House that the resignation had been received.

ALLOCATION HEARINGS TERMINATE

Fly Makes Statement

For the past six weeks the Federal Communications Commission has been conducting the Allocation Hearings. These were terminated yesterday (2), at which time James Lawrence Fly, FCC Chairman, made the following statement:

"This concludes our hearings in Docket No. 6651. But I do not want the record to be closed without saying a few words of appreciation to the many hundreds of engineers, executives, and others in all branches of the radio and allied industries who have helped to make these hearings so outstanding a success. Further, I would like especially to thank the men of the Radio Technical Planning Board, from Dr. Baker on down, who have organized this tremendous industry effort, brought it into focus here, and made possible the thorough, orderly consideration of the many crucial problems involved in postwar allocations.

"For six weeks now we have been engaged in the significant joint enterprise of thinking together with respect to postwar allocations. I venture to suggest that seldom in the history of regulatory agencies has such full, frank and unstinting cooperation been offered by industry to government. We in the Commission, in turn, both at the staff level and on the bench, have sought to reciprocate in some measure that spirit of cooperation.

"Through the years, at industry meetings and elsewhere, we have been heard to lament the fact that broadcasting in the past has, like Topsy, "just growed"; and I have frequently expressed the hope that someday, somehow, it would be possible for government and industry to sit down together, go over the entire spectrum, channel by channel, and come up with a plan which, even though it does not entirely satisfy everybody, at least appears to everybody as a fair and honest structure wtihin the limits set by the spectrum itself.

"To realize such a plan one essential condition has to be met—namely, generous and unselfish work on the part of all those, whether in government or industry who had contributions to make to the end result. That generosity has been displayed not merely in the hearing room, but also in the subcommittee meetings, committee meetings, panel meetings, and board meetings of the Radio Technical Planning Board.

"May I also thank those non-industry groups—the educators, amateurs, the police and fire departments, industry and medical, the representatives of other government agencies, and many others who have worked along with us on this undertaking. Their assistance has been most welcome.

"The Commission will now proceed to consider the various proposals with respect to postwar allocation of frequencies. Our consideration will be based upon a record which I feel sure is the fullest and most satisfactory in the history of radio broadcasting. Many of the decisions we will have to make will present a high order of difficulty; but I can assure you that we approach our task with only one objective in mind—to achieve an allocation pattern which will best serve all the vital interests concerned."

(Continued on page 404)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel for Labor Relations.*

ALLOCATION HEARINGS TERMINATE

(Continued from page 403)

During the last several days of the hearings witnesses were heard on several matters having to do with new radio services, while other witnesses testified with reference to topics relating to radio broadcasting and general propagation information. The testimony of these latter witnesses will be included in NAB Special Allocation Hearings Bulletins Nos. 11 and 12, which will go to the printer this week. No. 12 will be the last of the NAB Special Allocation Hearings Bulletins, but an index will be prepared so that they will be readily usable.

FCC GRANTS NAB'S POSTPONEMENT REQUEST

Pursuant to the request of the NAB, the Commission has postponed the date of filing briefs and oral argument on the proposed rule under Section 317.

The request was made in order for NAB members to get in their comments and suggestions on the proposed rule. Many helpful suggestions have been received already, and earnest consideration is being given to each. If you have not sent in your comments, please do so immediately.

The order of the Commission follows:

"In the Matter of
Promulgation of Rules and Regulations Under Section 317 of the Communications Act.
DOCKET NO. 6672

ORDER

"At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 30th day of October, 1944;

"The Commission having under consideration a request of the National Association of Broadcasters that the time allowed for filing of requests for oral argument and the date for argument be postponed for a period of two weeks;

"IT IS ORDERED, That the time for filing requests for oral argument BE, AND IT IS HEREBY, EXTENDED from November 1, 1944, to November 14, 1944; and That the date for hearing of oral argument if requested, BE, AND IT IS HEREBY, CONTINUED from November 10, 1944, to November 27, 1944."

BROADCAST ADVERTISING

RADIO LEADING MEDIUM, SAYS FTC REPORT

On Monday (October 30), the Federal Trade Commission released a Summary of its report on "Advertising as a Factor in Distribution," which revealed that broadcast advertising garnered a higher percentage of the advertising appropriations of 548 corporations in 17 industries than any other medium. Under the heading, "Advertising Media," the report states:

"An analysis of the proportion of the amount spent by 548 corporations whose advertising expenditures, in 1939, aggregated $71,498,607, for 17 industries, showed the following percentages:

Media	*Percentages*
Radio	18.3
National Magazines	17.4
Newspapers	15.2
Miscellaneous	13.3
Material furnished dealers	13.0
Outdoor posters	7.3
Joint advertising	6.4
Letters, folders, mailed by manufacturer	5.7
Trade Journals	2.6
Indoor posters	.8

"The only media used by more than half of the companies were letters and folders, part of which were mailed direct and the remainder furnished dealers. Although expenditures for radio advertising exceeded the cost of all other media, only one company out of four used the radio."

(Aside to those who say radio has reached its peak: The prospects still outnumber the users *three to one!* Doesn't that represent a sales potential of vast proportions?)

The report then identifies the seventeen industries as "manufacturers or processors of meats, canned foods, cereals, flour, biscuits and crackers, coffee, women's dresses, women's hosiery, men's and boys' suits, men's shirts, carpets and rugs, lumber, cement, paints and varnishes, farm machinery, gasoline and lubrication oil, and rubber goods."

There was a wide difference in the proportion of the different advertising media used by different industries, in 1939. For example, national magazines, newspapers and letters and folders furnished dealers combined, accounted for 72.1 per cent of the advertising of meat processors; 30.3 per cent of the expenditures of processors of canned goods were for advertising in national magazines; 54.9 per cent of the money spent by manufacturers of cereals and 44.6 per cent of that expended by flour millers, was for radio advertising; biscuit and cracker manufacturers allotted 30.8 per cent, and coffee processors 33.8 per cent to newspaper advertising; women's dress manufacturers expended 54.9 per cent of their advertising expenditures through national magazines; manufacturers of men's suits 47.4 per cent, carpet and rug manufacturers 53.8 per cent, and farm machinery 33.2 per cent, through national magazines; lumber manufacturers expended 48.3 per cent of their advertising budget in trade magazines; while women's hosiery makers, cement manufacturers, gasoline and lubricating oil manufacturers and makers of rubber goods distributed a considerable proportion of their advertising through several media.

Wholesalers' Advertising

Four hundred and thirty-nine wholesalers with net sales of $439,215,815, spent $1,552,094 for advertising in 1939. The average expenditure per dollar of sales for the ten lines of trade was 35 hundredths of a cent, ranging from a minimum of only 3 one-hundredths of a cent for wholesalers of men's and boys' clothing, to 1.08 cents for paint and varnish wholesalers. The cost per dollar of sales for the ten wholesale trades were:

Trade	*Cents per Dollar of Sales*
Paints and Varnishes	1.08
Petroleum Products	.88
Tires and Tubes	.59
Cooperative Grocery	.30
Old Line Grocery Wholesalers	.26
Lumber	.23
Carpets and Rugs	.18
Women's Clothing	.17
Men's and Boys' Clothing	.03

MUSIC—AN ANSWER TO JUVENILE DELINQUENCY

The National Music Council has addressed an inquiry to NAB which provokes serious thought. It cites the broadcasts of WSIX, Nashville, which are designed to encourage music appreciation among juveniles. Our aid is solicited by the Council because it wants to know what other stations are doing along this line.

The National Music Council is undertaking a study of the use of music in combatting juvenile delinquency. The public service aspect of such endeavor prompts our interest.

We ask that you write NAB and tell us of your interest in this type of programming and whether you are currently broadcasting any programs of this nature. If you are, please give us details. We would like to assist the Music Council in its examination of what is now being done.

Write now—give us your reaction and experience.

Advertising By Retailers

Based upon the Commission's sample, advertising expenditures by retail dealers are larger in relation to net sales than for wholesalers, and also represent a larger part of the total distribution cost. This is especially true for a number of commodities, such as men's and women's clothing, electrical household products where manufacturers share part of the cost of local advertising with retailers handling their products.

Data for 1,527 retailers handling nine different lines of products with aggregate sales of $481,156,224, in 1939, spent $6,823,402 on advertising or an average of 1.42 cents of each sales dollar. The lowest expenditure was 59 one-hundredths of a cent per dollar of sales for lumber, and the highest, 4.33 for women's clothing. The costs per sales dollar were as follows:

Commodities	*Cents per Dollar of Sales*
Women's Clothing	4.33
Men's Clothing	3.61
Carpets and Rugs	2.53
Electric Household Appliances	2.53
Paints and Varnishes	1.59
Petroleum Products	1.37
Tires and Tubes	1.28
Groceries—Independents	.73
Groceries—Chains	.66
Lumber	.59

Based upon their total distribution costs, advertising expenditures absorbed from 2.39 per cent in the case of retail lumber dealers, and 12.66 per cent, or one-eighth for women's clothing stores.

NRDGA RETAILERS CALENDAR AND PROMOTIONAL GUIDE

The new 1945 NRDGA Retailers Calendar and Promotional Guide is now available to NAB members at the NRDGA membership price of $1.25 ($2.50 to non-members). This calendar lists all of the days, dates and weeks with which retailers can tie-in their 1945 promotions and profit by public understanding and acceptance of the themes selected. The information is arranged in calendar form and also listed alphabetically.

"LET'S GO TO TOWN"

Progress

News

No Stage Tunes

Don't include in "Let's Go to Town" programs any music from 1943-44 New York stage shows. English copyright restrictions would keep programs containing such numbers from being broadcast over American Forces Network in Great Britain. Restrictions do not apply to picture tunes, only N. Y. stage tunes.

Day Script Clearance

Major Peterson, Los Angeles, says Army will give one day clearance on all scripts. If little change, clearance will be wired; if considerable, air mailed. Clearance chain is: Task Force Commander to District Director to Maj. Peterson and back to originating Task Force Commander.

74 Programs Promised

54—"Let's Go to Town" programs have been promised for November completion by Task Force Commanders.

16—for December.

4—for January.

As soon as first 100 programs are promised, production area and TFC's will be listed in NAB Reports.

4 New Areas

1. Santa Barbara, Cal., Area
   Frank Weltmer, KTSM
   Task Force Commander
2. Riverside-San Bernardino, Cal., Area
   Charles C. Craig, KFXM
   Task Force Commander
3. Roanoke, Va., Area
   (This city-area will produce 30-min. pgm. Danville and Lynchburg will produce joint 30-min. pgm.)
4. Frederick, Md., Area
   William E. Hardy, WFMD
   Task Force Commander
   (Will produce 15-min. pgm.)

In essence, the calendar is a promotion guide with sales data to direct the planning of retailers in all lines. It contains statistics to point their efforts to the maximum results, a list of best departments and specific selling suggestions.

Designed with a simple format, each month's calendar faces a page of that month's statistics and suggestions. This arrangement eliminates back-and-forth reference to other pages. The calendar is 12 by 18 inches in size and contains 34 pages.

Invaluable for sales managers, salesmen, continuity writers and others, the 1945 NRDGA Retailers Calendar can be ordered through NAB or NRDGA at a cost of only $1.25.

PEABODY DIRECTS ATTENTION TO MULTIPLE ENTRY PROVISION

Athens, Ga.—The attention of station managers interested in the 1944 George Foster Peabody Radio Awards is called to the fact that they may submit as many entries as they desire in the classifications for which the following awards will be made:

1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1,000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1,000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

Entries may also be submitted by networks, radio editors of newspapers and magazines, listener groups, or any person or organization wishing to direct the attention of the Peabody Board to a special program.

Closing date for 1944 entries or recommendations, which should be sent to John E. Drewry, dean of the Henry W. Grady School of Journalism, University of Georgia, Athens, Georgia, is January 10, 1945. Entries should be sent as far in advance of deadline as possible.

Each entry should give:
1. Title of program.
2. Name of station or network.
3. Address.
4. Classification in which entry is submitted.
5. Name of person making entry.
6. Whether or not entry is accompanied by a transcription.
7. A brief description of the program, with reasons why it should be considered for an award.

The Peabody Awards are administered by the Henry W. Grady School of Journalism, University of Georgia.

KOIN BANQUETS MILLION DOLLAR CLUB

The KOIN Million Dollar Club, famed for its work in knitting together the organization of war bond workers responsible for Oregon's leading position in the national war bond picture, played host recently to its entire membership at a banquet meeting in Portland. The occasion served as a prelude to Oregon's Sixth War Loan drive.

In addition to being a kick-off for the Sixth War Loan, the meeting marked the first time the whole membership of the Million Dollar Club had been assembled from all over the state to witness a regular Tuesday broadcast of KOIN's original war bond-boosting program of the same name.

Club members were entertained during dinner by KOIN performers. Highlight of the pre-show was the first public appearance of the Duncan Singers, mixed choral group, directed by Chester R. Duncan, KOIN director of public relations. Mr. Duncan, much of whose time is devoted to war effort, was chairman of the meeting. KOIN staff members also presented a Cavalcade of War Bonds, their fifth dramatic review of Oregon's activities in previous war bond drives.

Promptly at 9:30 p. m., the usual Tuesday meeting of the Club took the air, in a broadcast from the stage of the banquet hall. Appearing on the program were: the KOIN mixed vocal ensemble of eight voices under the direction of James Riddel, and the KOIN orchestra led by Owen C. Dunning, Margaret Carroll, singing hostess, Mel Hansen, pianist, and Johnny Carpenter, emcee. Bill Mears wrote the script and produced the show.

WBIR IN OWN "RADIO BUILDING"

Knoxville, Tenn.: Last June Gilmore N. Nunn and J. Lindsay Nunn purchased a building at 406 West Church Avenue, which is now the new home of WBIR. The building will be known as the "Radio Building," and is most modern in every respect. WBIR will occupy the first and second floors of the building. The studio acoustical treatment by Celotex in WBIR's new home insures maximum program fidelity. The new technical equipment installation provides the latest type of facilities, capable of handling program material to perfection. WBIR, John P. Hart, Manager, is Knoxville's Blue and Mutual's affiliate. Other Nunn-owned and operated stations are WLAP, Lexington, Kentucky; WCMI, Ashland, Kentucky, and KFDA, Amarillo, Texas.

WHAM COMMISSIONS 3 FAMOUS ROCHESTER COMPOSERS

Realizing that more new music should be made available for radio programs and recognizing radio's obligation to support and encourage American composers, WHAM, the Stromberg-Carlson Company's station in Rochester, has commissioned three outstanding American composers to write for radio.

Dr. Howard Hanson, Dr. Paul White and Bernard Rogers, the composers commissioned, are residents of Rochester and members of the faculty of the renowned Eastman School of Music of the University of Rochester.

In commissioning Dr. Hanson, Dr. White and Bernard Rogers, WHAM specified that the compositions be written for radio with that medium's peculiar musical needs in mind. The works are to be acceptable to any station orchestra of average size, of 5 to 8 minutes duration, and of sufficient technical ease to be played with limited rehearsal time. It is expected the numbers will be ready for airing in the spring of 1945 and will be played for public acceptance at that time.

Federal Communications Commission Docket

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, November 6.

Federal Communications Commission Action

APPLICATIONS GRANTED

Abrelia S. Hinckley, George C. Hatch and Wilda Gene Hatch, d/b as Salt Lake City Broadcasting Co., Salt Lake City, Utah.—Granted construction permit for a new standard broadcast station to operate on frequency **910 kc.**, 1 KW, DA night and day, unlimited time, subject to Jan. 26, 1944 statement of policy. (B5-P-3701)

KASA—E. M. Woody (Assignor), Southwest Broadcasting Company (Assignee), Elk City, Okla.—Granted consent to voluntary assignment of license of station KASA, from E. M. Woody to Southwest Broadcasting Co., for a total consideration of $11,250. (B3-AL-441)

KGY—KGY, Inc. (Assignor), Tom Olsen (Assignee), Olympia, Wash.—Granted consent to voluntary assignment of license of station KGY, from KGY, Inc., to Tom Olsen; no monetary consideration involved, only change of licenses from a corporation to an individual. (B5-AL-444)

Burns Avenue Baptist Church, Detroit, Mich.—Granted extension of permit under Sec. 325(b) of the Communications Act to transmit programs to Station CKLW, Windsor, Ontario, Canada, for the period November 2, 1944, and ending Oct. 10, 1945. (B2-FP-135)

Maryland Broadcasting Co., Baltimore, Md.—Granted construction permit for a new developmental broadcast station to operate on frequencies that may be assigned by the Commission's Chief Engineer from time to time; 1000 watts power; Emission AO, and special for FM.

National Association of Broadcasters—Granted request for postponement of date for filing appearances and oral argument in Docket No. 6672 (proposed Rule relating to identification of program sponsors—Sec. 317) and extended the period to November 27, 1944.

KMTR—KMTR Radio Corp., Los Angeles, Calif.; KIEV, Cannon System Ltd., Glendale, Calif.—Granted renewal of licenses for stations KMTR and KIEV for the regular period. On the basis of additional information submitted to the Commission, it appears these stations are not under common control.

Voice of Alabama, Inc., Birmingham, Ala.—Granted construction permit for a new developmental broadcast station; frequencies that may be assigned by the Commission's Chief Engineer; 250 watts power; emission AO, and special for FM.

Temple V. Ehmsen, Portland, Ore.—Granted construction permit for a new developmental broadcast station; frequencies that may be assigned by the Commission's Chief Engineer; 1000 watts power; emission AO, and special for FM.

The Atlanta Journal, Atlanta, Ga.—Granted construction permit for a new developmental broadcast station; frequencies that may be assigned by the Commission's Chief Engineer; 700 watts power; emission AO, and special for FM.

Voice of Alabama, Inc., Birmingham, Ala.—Granted construction permit for a new developmental broadcast station; frequencies that may be assigned by the Commission's Chief Engineer; 250 watts power; emission AO, and special for FM.

Matheson Radio Co., Inc., Boston, Mass.—Granted construction permit for new developmental broadcast station to use frequency **49900 kc.** and other frequencies that may be assigned by the Commission from time to time; 1000 watts power, emission: Special for FM.

DESIGNATED FOR HEARING

KDYL—Intermountain Broadcasting Corp., Salt Lake City, Utah—Designated for hearing (to be consolidated with KGA application above) application for construction permit to change frequency from **1320** to **880 kc.**, increase power from 5 to 10 KW, install new transmitter and make changes in directional antenna. (B5-P-3708)

KGA—Louis Wasmer, Spokane, Wash.—Designated for hearing application for construction permit to change frequency from **1510** to **880 kc.**, increase power from 5 to 10 KW (10 KW temporarily until materials and equipment become available for 50 KW operation), install new transmitter and make changes in directional antenna (for night use), to be heard with WDYL application listed above. (B5-P-3692).

LICENSE RENEWALS

WNEL—Juan Piza, San Juan, P. R.—Granted renewal of license for the period ending November 1, 1945.

WSAI—Marshall Field, Cincinnati, Ohio.—Granted renewal of license for regular and synchronous amplifier, for the period ending November 1, 1945.

WSMB—WSMB, Inc., New Orleans, La.—Granted renewal of license for the period ending November 1, 1945.

KEX-KGW—Oregon Publishing Co., Portland, Ore.—Present licenses extended further upon a temporary basis only, pending determination upon application for renewal, for the period ending January 1, 1945.

WSPA—Spartanburg Advertising Co., Spartanburg, S. C.—Present license extended upon a temporary basis only, pending determination upon application for renewal of license, in no event later than January 1, 1945.

MISCELLANEOUS

KFXD—Frank E. Hurt & Son, Nampa, Idaho—Granted petition to postpone hearing now set for November 7 and continued same to December 4, 1944, on application of KFXD, to change frequency to **580 kc.**, and applications of Queen City Broadcasting Co., Inc., and Idaho Broadcasting Co. for new station in Boise.

KFXD—Frank E. Hurt & Son, Nampa, Idaho.—Granted petition for order to take depositions (with limitations) in re the above applications.

Durham Broadcasting Co., Inc., Durham, N. C.; Harold H. Thoms, Durham, N. C.—The Commission on its own motion continued the hearing on these applications now scheduled for October 30, to November 29, 1944.

WGBF—Evansville on the Air, Inc., Evansville, Ind.—Granted petition to vacate hearing date now set for November 2 on application for renewal of license of WGBF, and continued same to January 10, 1945.

William B. Rubin, Milwaukee, Wisc.—Denied petition filed by complainant against Columbia Broadcasting System, Mutual Broadcasting System, National Broadcasting Co. and the Blue Network, petitioning the Commission to issue orders directing the stations concerned to show cause why the licenses thereof should not be revoked.

Placed in pending file, in accordance with Commission policy adopted February 23, 1943, the following applications for construction permits for new high frequency FM broadcast stations:

Howard W. Davis, tr/as The Walmac Co., San Antonio, Texas (B3-PH-337); Keystone Printing Service, Inc., Waukegan, Ill. (B4-PH-334); Midland Broadcasting Co., Kansas City, Mo. (B4-PH-335); Glenn D. Roberts et al, d/b as Milwaukee Broadcasting Co., Milwaukee, Wisc. (B4 PH-332); WAVE, Inc., Louisville, Ky. (B2-PH-329); Birmingham Broadcasting Co., Birmingham, Ala. (B3-PH-330).

Placed in pending file, in accordance with Commission policy adopted February 23, 1943, the following applications for construction permits for new commercial television stations:

The Cutlet Co., Providence, R. I. (B1-PCT-87); Indianapolis Broadcasting, Inc., Indianapolis, Ind. (B4-PCT-86); Central Ohio Broadcasting Co., Columbus, Ohio (B2-PCT-85).

WJNO—WJNO, Inc., West Palm Beach, Fla.—Granted modification of construction permit, which authorized move of transmitter and studio, for change in requested transmitter site from 1600 North Flagler Drive (30 feet south of South Lakeside Court and 75 feet east of bulkhead), to 1600 North Flagler Drive (230 feet south of South Lakeside Court and 75 feet east of bulkhead), West Palm Beach, Fla. (B3-MP-1776)

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted extension of special service authorization to operate on **560 kc.**, with power of 1 KW day, 250 watts night, unlimited time for a period of 60 days commencing November 1, 1944; conditions. (B5-SSA-115)

A. L. Alexander, Mutual Broadcasting System, New York City.—Denied request for waiver of Sec. 3.406 of the Commission rules governing station identification so as to permit the broadcast of the 45-minute "Mediation Board" program without making station identification at the 30-minute interval.

APPLICATIONS FILED AT FCC

690 Kilocycles

KGGF—Hugh J. Powell, Coffeyville, Kans.—License to cover Construction Permit (B4-P-3519 as modified) for installation of new transmitter.

KGGF—Hugh J. Powell, Coffeyville, Kans.—Authority to determine operating power by direct measurement of antenna power.

750 Kilocycles

WHEB—WHEB, Inc., Portsmouth, N. H.—Special Service Authorization to operate from 7 a. m. EST to Local Sunrise during months of November, December, January and February in order to permit broadcasting of "No School" notices.

780 Kilocycles

WJAG—The Norfolk Daily News, Norfolk, Nebr.—License to cover Construction Permit (B4-P-3577) which authorized change in frequency.

WJAG—The Norfolk Daily News, Norfolk, Nebr.—Authority to determine operating power by direct measurement of antenna power.

860 Kilocycles

KGNC—Plains Radio Broadcasting Co., Amarillo, Texas—Construction permit to change frequency from **1440 kc.** to **860 kc.**, power from 1 KW night, 5 KW daytime to 5 KW day and night, install directional antenna for night use and move transmitter.

WNEL—Juan Piza, San Juan, P. R.—Construction permit to change frequency from **1320 kc.** to **860 kc.**, and install directional antenna for day and night use.

930 Kilocycles

KSEI—Radio Service Corporation, Pocatello, Idaho.—Modification of license to increase night power from 250 watts to 500 watts. Amended to construction permit to increase night power to 1 KW, install directional antenna for night use and move transmitter.

1230 Kilocycles

NEW—Howard R. Imboden, tr/as Southwest Broadcasting Co., Pulaski, Va.—Construction permit for a new standard broadcast station to be operated on **1230 kc.,** power of 250 watts and unlimited hours of operation. Amended: re change in studio site.

WJNO—WJNO, Inc., West Palm Beach, Fla.—Modification of construction permit (B3-P-3707 which authorized move of transmitter and studio) for change in transmitter site.

1240 Kilocycles

NEW—James H. McKee, Charleston, W. Va.—Construction permit for a new standard broadcast station to be operated on **1240 kc.,** power of 250 watts and unlimited hours of operation.

1290 Kilocycles

KVOA—Arizona Broadcasting Co., Inc., Tucson, Ariz.—Authority to determine operating power by direct measurement of antenna power.

1330 Kilocycles

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Construction permit to increase power from 1 KW to 5 KW, install new transmitter and make changes in directional antenna for day and night use.

1340 Kilocycles

NEW—Kenneth Edward Rennekamp, Oil City, Pa.—Construction permit for a new standard broadcast station to be operated on **1340 kc.,** power of 250 watts and unlimited hours, except hours assigned to WSAJ.

NEW—Robert W. Rounsaville, Cleveland, Tenn.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** power of 250 watts and unlimited hours of operation. Amended: to change requested frequency to **1340 kc.**

NEW—The Brockway Company, South of Massena, N. Y.—Construction permit for a new standard broadcast station to be operated on **1340 kc.,** 250 watts power and unlimited hours of operation.

1400 Kilocycles

NEW—Aloha Broadcasting Co., Inc., Honolulu, T. H.—Construction permit for a new standard broadcast station to be operated on **1400 kc.,** power of 250 watts and unlimited hours of operation.

1410 Kilocycles

NEW—Huntington Broadcasting Corp., Huntington, W. Va.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** power of 250 watts and unlimited hours of operation.

NEW—Knoxville Broadcasting Co., Inc., Knoxville, Tenn.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** power of 250 watts and unlimited hours of operation.

NEW—Centennial Broadcasting Co., Portland, Maine.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** power of 250 watts and unlimited hours of operation. Amended: re changes in capital stock of corporation.

WKLA—Karl L. Ashbacker and Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—License to cover construction permit (B2-P-3406 as modified) which authorized a new standard broadcast station.

WKLA—Karl L. Ashbacker and Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—Authority to determine operating power by direct measurement of antenna power.

KFMB—Worcester Broadcasting Corp., San Diego, Calif.—Acquisition of control of licensee corporation by Jack O. Gross through the purchase of 3750 shares of common stock (50%) from O. L. Taylor.

1490 Kilocycles

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Construction permit to install new vertical antenna to replace tower destroyed by hurricane, at site approximately 265 feet from former location.

FM APPLICATIONS

NEW—Westchester Broadcasting Corp., White Plains, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49900 kc.** with coverage of 435 square miles. Amended: to change coverage to 3,540 square miles.

NEW—Cornbelt Broadcasting Corp., Lincoln, Nebr.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47300 kc.** with coverage of 18,300 square miles.

NEW—Greensboro News Company, Greensboro, N. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45500 kc.** with coverage of 5,820 square miles.

NEW—Hutchinson Publishing Co., Hutchinson, Kans.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43300 kc.** with coverage of 15,200 square miles.

NEW—Palladium-Times, Inc., Oswego, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.** with coverage of 2,392 square miles.

NEW—The Fort Industry Company, Toledo, Ohio—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 19,350 square miles.

NEW—Piedmont Broadcasting Corp., Salisbury, N. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49300 kc.** with coverage of 6,950 square miles.

NEW—Contra Costa Broadcasting Co., Richmond, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **49500 kc.** with coverage of 4,490 square miles.

MISCELLANEOUS APPLICATIONS

NEW—National Broadcasting Co., Inc., San Francisco, Calif.—Construction permit for a new relay broadcast station to be operated on **1606, 2074, 2102** and **2758 kc.**, power of 100 watts and A1, A2 and A3 emission.

KSUI—The State University of Iowa, Iowa City, Iowa—Modification of construction permit (B4-PED-28 which authorized a new non-commercial educational broadcast station) for extension of completion date from 1-16-45 to 7-16-45.

NEW—McClatchy Broadcasting Co., area of Fresno, Calif.—License for a new relay broadcast station to be operated on **1646, 2090, 2190** and **2830 kc.**, 50 watts power and A3 emission, using equipment now licensed to KABF.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Marion R. Gray Co., 824 South Los Angeles St., Los Angeles, engaged in the manufacture and sale of wearing apparel, is charged in a complaint with misrepresenting the fiber content of some garments, in violation of the Federal Trade Commission Act, and with misbranding others, in violation of the Wool Products Labeling Act. (5242)

Sal-Fayne Corp., 801 Patterson Blvd., Dayton, Ohio, is charged in a complaint with disseminating advertisements which fail to reveal the danger to health that may result from overdosage of Sal-Fayne, a medicinal preparation recommended for the relief of neuralgia and headache pains and muscular aches. (5241)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

B. F. Shriver Co., Westminster, Md., has been ordered to cease and desist from violation of the brokerage section of the Robinson-Patman Act in connection with the interstate sale and distribution of canned vegetables. The respondent operates plants for packing and canning vegetables at Westminster and New Windsor, Md., and Littlestown, Pa. (5217)

Utah Wholesale Grocery, et al.—Four Utah wholesale grocery companies have been ordered to cease and desist from engaging in or continuing a conspiracy to restrain trade and create a monopoly in the interstate sale of their products.

The respondent companies named in the order are Utah Wholesale Grocery, Symns-Utah Grocer Co. and Zion's Wholesale Grocery, all of Salt Lake City, and John Scowcroft & Sons Co., Ogden, Utah. They are engaged in selling grocery products in Utah, southern Idaho, southwestern Wyoming and western Nevada and are said to do about 90 per cent of the wholesale grocery business in that territory. (4643)

Arthur Von Senden Company, Inc., 321 Boulevard of Allies, Pittsburgh, Pennsylvania, selling metal-plated religious books, including the New Testament and a Catholic Prayer Book, represented as affording physical protection to members of the armed forces carrying them, has been ordered to cease and desist from misrepresenting the product. (5154)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Chemical Asphalt Roof Coating Corporation, 136 West Moreland Ave., White Plains, N. Y., selling, among other things, wooden roof shingles and a preparation called "Chemical Asphalt" for use as a treatment for roofs made from its shingles and also for old wood shingle roofs, has stipulated to cease and desist from representing, in its advertising or printed matter, or in any other way, that the use or application of the preparation to wooden shingles would make such shingles an effective protection against, or immune to, fire hazard or would cause them to be practically as resistant to fire as a slate, tile or mineral roof; or that the treated shingles would retain such degree of fire-resistance for ten years or any other period of time. The corporation also agrees to cease representing, through the use of so-called guarantees or in any other way, that use of the preparation as a treatment for wooden shingles will impart to such shingles a degree of fire-resistance or other properties in excess of what it is capable of accomplishing. (3903)

Crest Fabrics Corp., 501 Seventh Ave., New York, selling and distributing fabrics, including a rayon fabric designated "Crest 2-Ply Alpaca," has stipulated to cease and desist from using the word "Alpaca" or any simulation thereof to designate or refer to any product not composed entirely of the hair of the alpaca: provided, however, that in case of a product composed in part of the hair of the alpaca and in part of other fibers or materials, such word may be used as descriptive of the alpaca hair content if there are used in immediate connection therewith, in letters of at least equal size and conspicuousness, words truthfully describing the other constituent fibers or materials. (3902)

Keystone Laboratories, Inc., also trading as Keystone The Reliable Company, Memphis Mail Order House, Four Star Products Company and Real Herb Medicine Company, and Hilda S. Weinberg and Sol Kaplan, all located at 491 South Third St., Memphis, Tenn., selling and distributing toilet and household commodities, medicines and cosmetics, have stipulated to cease and desist from certain misrepresentations of their products. (3900)

United Advertising Companies, Inc., trading as the Pen Man, and Martin P. King, trading as Penman, both of 207 North Michigan Ave., Chicago, have entered into a stipulation to discontinue certain misrepresentations in connection with the sale of fountain pens. (3904)

FTC CASE DISMISSED

Because of the recent death of the respondent, the Federal Trade Commission has dismissed its complaint against Philip Goldberg, trading as Eden Company.

The respondent, whose address was a post office box in Brooklyn, had been charged with misrepresenting a vitamin preparation designated "Eden Perles," which he sold and distributed.

Table of Contents
January — October

Page

BROADCAST ADVERTISING

Advertising and the War Effort 290
Advertising's Responsibility in Postwar Employment 291
Annual Report 303–306
Audience Measurement 103–315
Avery Speaks at National Men's Wear Ass'n Convention 17
Avery Speaks at NRDGA Annual Convention 8
Department Stores Use Radio 56
"Did You Say Patent Medicine?" 179
General vs. Retail Rates 179
KMBC Adopts New Station Advertising Theme 141
NAB Department Expanded 153
NRDGA Promotion Clinic 91–96
NRDGA Promotion Exchange Ready 272
Open Letter to Young & Rubicam, Inc. 203–272
Per-Inquiry—Allen Miller Production 120
Per-Inquiry Deal—Pitluk Advertising Co. 11
Proprietary Ass'n Code of Advertising Practices 198
Questionnaire Sent to All Stations About WAC Recruitment Advertising 239–272
Retail Promotion Plan Annual Report 306
Retail Promotion Plan Continues to Receive Radio-Retailer Acclaim 120
Retail Promotion Plan Results 16
Retail Radio Advertising Must State Tax Separately 145
Sales Managers Exec. and Research Committees Meet in Cincinnati 96
Sales Managers Hear "What Radio Buyers Want to Know" 40
Sales Managers Meetings 1–16–96
Small Market Stations Report 309–317
Standard Coverage Study Under Way 145–341–355
Station Coverage Prime Research Objective 109–313
"Strange Hold" Described as Caress of Freedom 193
Suggestions for Cooperation with WPB Conservation Program 281
WAC Advertising Backed by Industry 272
WPB Declaration of Policy and Retailers Voluntary Program 272

DEFENSE

Advertisers War Effort Contribution 96
Armed Forces Radio Service Thanks NAB for Personnel Information 71
Army ET Has Wide Acceptance 180
Bond Booths on Docks 11
D-Day and the Radio Giant 189
Fifth War Loan 146–155–169–199–222–279
Fourth War Loan 11–71–109
Future War Loans Pose Problems 222–324
More Treasury ET's for Sponsorship 31
NAB War Activities 299–302
Paper Rationing Affects You 11
Sixth War Loan 342–391
Stations Ask for War Bond ET's 19
Stations Favor Continuance Bond Campaign 18
Stations War Effort Broadcasts 111–161
Step Up Army Nurse Recruiting Efforts 280
Talent Sparks WAVE Drive 253
Voluntary Censorship Tightened 24
War Officials Sound Note of Warning on "Surrender" News 341
WROK Sponsors Showing of War Film 85

Page

ENGINEERING

Allocation Hearings 327–341–349–355 365–380–390–397
Allocation Problems 277–279–292
Annual Report 322
Crystals Now Available 89
Coaxial Cable Available 390
District Engineering Committee 10
FCC Shows Interest in Home Receiver Standards 380
Fixed Condensers Available 110
Industrial Sound Equipment 110
NAB Committee Considers Allocation 279
NAB Develops Training Technique for Women Studio Operators 83
NAB Operator Training 56–71
NAB Survey Broadcasters Use of High Frequency Supplementary Services 240
NAB Technician Pool 110
Postwar Broadcast Allocation Proposals 292
Postwar Set Design of Interest in Great Britain 381
Two NAB Staff Directors Address IRE Convention 26

FEDERAL COMMUNICATIONS COMMISSION

Adair, George P., New Chief Engineer 58
Allocation Hearings 327–341–349–355 365–380–390–397
Alternate Transmitters Authorized 289
Announcement Rule for Sponsored Programs 366–390–397
Appropriations 24–33–92
Ask Congressional Policy on Sale of Radio Stations 247
A T & T Test in 12 Bands Is Approved 205
Attention Focused on Allocations 277
Baker, Philip M., Leaves Legal Job 393
Change in Transcription Rule Not Yet Effective 178
Chairman Fly Comments on "Don't Change Horses in the Middle of the Stream" 232
Chairman Fly Denies Rumored Retirement 261
Chairman Fly Meets with NAB Small Market Stations Comm. 178
Chairman Fly Replies to Complaint vs. WMCA 240
Chairman Fly Speaks at FMBI Meeting 33
Chairman Fly-Wheeler Hail Radio 171
Comments on KWBU Hearing 329
Committee Appoints John J. Sirica as General Counsel 104
Craven, T. A. M., to Leave Commission 159
Data Re 100-Watt Standard Broadcast Stations 140
Durr, Clifford J., Clarifies Dissent 248
Employee Data Forms 380
"Good Neighbor" Fellowship Awards 282
Hudson, Robert, to Assist Fly 156
Identification Break Waived 25
Inquiry on Railroad Use of Radio 146
Inspection of Records, Order No. 118 18
James, W. Ervin, Aide to Navy 105
Jenkins, Alexander T., Retires from Commission 329
Jett, Ewell K., Nominated to Commission 7–58
Jorgensen, Norman E., Joins Navy 92
Marks, Keonard, Heads New Facilities Section 193
NAB Comments on Proposed Electrical Transcription Rule 204
NAB Cooperates in Manpower Survey 240
NAB Files Brief on FCC Order 118 Amending Rule 1.5 51
Network Transcription Rule Undecided 367
Networks Warned on FM Broadcasting 168
New Application Form 216
New Multiple Ownership Order 31
Newspaper Case Closed 7
Number of Stations—February 42
Number of Stations—March 113
Number of Stations—April 164
Number of Stations—May 208

Page

Number of Stations—June 242
Number of Stations—August 341
Number of Stations—September 394
Personnel Changes in Engineering Department 393
Policy on C. P.'s Clarified 23
Proposed Network Recording Rule 31
Railroad Hearings Set 216
Rejects Liberalization, Tightens ET Rule 280
Relay Station Broadcast Licenses Adjusted 180
Renewal Forms Revised 191
Reports FM Bursts to RTPB 192
Revises Multiple Ownership Compliance Procedure 101
RID Alerted 193
Rock Island Permits Granted 180
Rules Amended on Commencement and Completion of Construction 216
Siling, Philip F., Resigns to Join RCA 281
Statistics on U. S. Communications Industry Out Soon 290
Television Multiples Increased 160
Transcription Announcements 159
Transfer of Control Regulation 12
UAW-CIO Petition vs. WHKC for Hearing 222

FREQUENCY MODULATION

FM vs. AM Television Sound 64
FM Broadcasters Meet 25
FM Channel Width Studied by Panel 1 261
FM Educational Broadcasting 241
School Broadcast Conference Discusses FM 398

GENERAL

Advertising Federation Calls Off Its Annual Convention 122
Air Corps Casualties Available to Industry 145
American Library Ass'n Spots 170
"America's Secret Weapon" Film Available to Stations 147
Billboard and NAB Political Booklet 390
Blue Network Files for Name Change 399
Boy Scouts Thank NAB 205
Broadcasting Builds Attendance, Says National Baseball Congress President 369
Buckendahl, Harry H., Made Vice-President of KOIN 330
Canadian Ass'n of Broadcasters Convention 61
Certificate of Appreciation to Dr. Armstrong 214
Coast Guard Thanks Radio for Commemorative Programs 282
College Degrees in "Radio Journalism" Seen by NAB Radio News Committee 26
Committee Studies College Radio Courses 32
D. A. R. Demands Free Radio 163
"Daylight Saving" Time 154
"Don't Change Horses in the Middle of the Stream" 232
Educators Request More Channels 32
Ellis, Ray C., Addresses RMA Conference 192
Fighting Men Think About Post-War Jobs 242
Get Out the Vote 328
Halpin, Lester A., Rejoins KOIN 368
Honorable Chan Gurney on Free Speech 103
Hopkins, Jack, Continues as President of Florida Ass'n of Broadcasters 121
Identification Break Waived 25
Imported U. S. Radios and Domestic Production Maintain Listening in Britain 19–57
Increased Production Excludes Radio 233
Industry Receives Signal Corps Certificate of Appreciation 205
Industry Thanked by Infantile Paralysis Foundation 55–65
Industry Thanks "Fibber" McGee and Molly for D-Day Coverage Plug 192
Information Wanted on Infringement of a Radio Idea 89
Information Wanted on Matthew Halton Radio Award 164
Information Wanted on "Rape of Radio" Book Cover 19
Inquiry on Power Rates 110
Liberty Bell Recordings 367–382
Murphy, Kingsley H., Buys KSO 156
NAB Protests Army Questionnaire 349-355
NAB Receives Red Cross Citation 160
National Ass'n of Evangelicals Questionnaire 11
National Music Week 141
National Thrift Week 11
National War Fund Campaign 327
Nebraska Broadcasters Hold State Meeting 180
New Award Is Created for Radio Contribution to Cause of Democracy 139
New York State D. A. R. Commends Radio's War Service 382
No Attempts to Influence News by Advertisers 56
No More Disclaimers 118
"On the Air" Will Show Anywhere 105
Oregon-Washington Broadcasters Meet 96–104
Peabody Awards 342–356
Peabody Award Winners 135
Program Log Information Wanted 110
Proposed Sale of WBT 33
Proprietary Ass'n Code of Advertising Practices 198
Radio Correspondents' Request Backed by NAB 381
Radio Does a Job 77
Radio Figures Prominently in Ad Club War Projects 179
Radio Largest Source of War News 141
Radio News Needs Studied 367
Radio Newsroom Manpower Survey 241
Radio Pays Tribute to the YMCA Centennial 206
Radio Praised for D-Day 205
Radio Reduces Absenteeism 4–241
Railroads Test Radio Train Communication 121
Red Cross Promotion Piece 281
Republican Convention Radio Coverage Great Engineering Feat 215
Republican Plank on Freedom of Press and Radio 214
Restrictions on Wholesale Radio Distributors Eased 293
School Broadcast Conference Makes Awards 398
Send Military Addresses to NAB 83–85–137
Service Man Fights for Freedom of the Air 242
Sound of Liberty Bell Recorded for Stations 356
Stations Study Public Likes and Dislikes 56
Trammell Extols Radio and Press 4
Union Theological Seminary Undertakes Radio Survey 193
War Advertising Council Revamps Plans 350
War Department Certificate of Appreciation 213
Warning on Sale of Electronic Material 398
Watch for Harry Keefe 274
WHAS Has Full-Time Religious Coordinator 233
WHYN Buys Mount Tom 262
WLS Has 20th Birthday 111
Women Staff New NBC Show 91
WOW Begins 22nd Year 111
WRVA Announcements Recover Sailor's Bag 70

GOVERNMENT

Chatten, L. J., Advanced in WPB 368
Cohen, Phil, to London 168
Crystals Now Available 89
Curtain, D. Thomas, WMC Radio Chief 104
FTC Report on Radio 12
Fetzer, John E., Replaces Ryan at Censorship 69
Henry, Flenn, Leaves WPB 199
Internal Revenue—Talent Tax Status 63
Ludlam, George P., Succeeds Philip H. Cohen at OWI 120
McGee, Charlie H., Leaves WPB 254
McIntosh, Frank H., Leaves WPB 159
More Treasury ET's for Sponsorship 31–57

Page

NAB Program Managers Commend Radio Branch of OWI 328
Navy Dept. Compliments NAB 41
ODT Salutes Radio 355
OWI Needs Overseas Personnel 64–122
Policy on C. P.'s Clarified 23
Price Censorship Release 260
Restrictions on Wholesale Radio Distributors Eased 293
Signal Corps Presentation Ceremony 262
Smith, Rober J., New Treasury Radio Chief 169
Sub-Committee Considers "Daylight Saving" 154
Treasury Salutes Industry 272
U. S. Communications Representatives Confer with Colombian Government 194
U. S. Office of Education Plans Better Equipment for School Radio 216
Voluntary Censorship Tightened 24
War Department Recognizes NAB Activity 31
Wartime Censorship Control Committee Disbands 291
WLB After Petrillo 272
WMC Continues Broadcasting in Essential Category 70
WMC Manpower Budget Plan 83
WPB Declaration of Policy and Retailers Voluntary Program 272
WPB Hinges Radio Manufacture on Germany's Surrender 289
WPB Interprets P-133 154
WPB Radio and Radar Division Revokes Two Orders 329
WPB Transfers and Extends Maintenance Repair Ratings 357

LABOR

AFM Walks Out in WJJD Case 197
Assigned Announcer Fee Principle Opposed 177
CIO and NAB Code 260
Commission Employees—New Policy 2
FCC Sets UAW-CIO Petition vs. WHKC for Hearing 222
Green, William, Says WJJD Strike Unauthorized 118
Hillbilly Recruits War Labor Over KWKH 207
Information Needed on Membership of Women Technicians in IBEW Unions 191
NAB Annual Report 303
NAB Labor Post Filled by John Morgan Davis 271
Pancake Turners 52
Platter Turners Jurisdictional Dispute 392
Speedy Action Follows Appeal to Strikers Over Pittsburgh Stations 233
Wage and Hour—Talent Fees 15
Wage Order Affects Broadcasters 232
Wage Stabilization Extended 178
WCOV Wins Arbitration Award 102
WJJD Presents Case 159
WLB After Petrillo 272
WLB Statement on Voluntary Bonuses 160
WMAL Case 136
WMC Appeals Procedure Modified 53

LEGISLATION

Allocation Hearings 327–341–349–355 365–380–390–397
Brown and Rankin File Bills Affecting Radio 65
Brown Bill—Study and Investigation of News Released to Armed Forces 65
Clark Committee Hears Inter-Lochen Ban Story 89
Congressman Wigglesworth Queries Guest Speaker Practice—Political Broadcasts 368
FCC Commissioners Comment on KWBU Hearing 329
International Communications Investigation 83
Limitation on Advertising Broadcasts S. 814 190
NAB Committee Considers White-Wheeler Bill 177

Page

NAB Committee Meets with Chairman Wheeler 70–83
NAB Legislation Annual Report 311
NAB Reviews Legislative Position 190
NAB Revises Legislative Recommendations 24
Prohibit Interference with the Broadcasting of Non-Commercial Cultural or Educational Programs S. 1957 191
Rankin Bill, H. R. 4151—Libel and Slander 65
Senator Pepper Advocates Broadcast of Congressional Proceedings 280
Wheeler-Fly on Future of Communications 171

MUSIC

AFM Recording Ban 391
ASCAP Adds Foreign Catalog 360
BMI Board Meeting 197
Broadcasters Want Stronger BMI 62
Clark Committee Hears Inter-Lochen Ban Story 89
Commodore Records 53
Haverlin Leaves BMI—Joins MBS 89
NAB at NABET Hearing 356
NAB Music Committee Confers with ASCAP 139
National War Labor Board Refers AFM Refusal to O. E. S. 328
Petrillo Rejects Roosevelt Plea 377
President Roosevelt Requests Petrillo to Lift Recording Ban 365
Resolution Adopted 154
Ryan, Harold, Elected President of BMI 118
Who Owns the Words and Music—Jan Schimek 392
WJJD Presents Case 159

NATIONAL ASSOCIATION OF BROADCASTERS

Annual Convention 31–197–221–259 271–289–300–327
Answers Statements About Code Made in WHKC Case 397
Ass'n of Women Directors Stage Big Event 57–222–242
Audience Measurement Bureau Committee Meets 31
Board Meetings 15–136–153
Brief Filed on FCC Order 118 Amending Rule 1.5 51
Broadcasters Discusses Essential Character of Radio 79
Broadcasters Want Even Stronger BMI 62
By-Law Change 153
By-Law Revisions 367
Code and CIO 260
Code Committee Meetings 328–341–366–390
Code Committee Report 320
Code, Controversial Issues 77
Code, Technical and Program Departments Discussed in Bulletin 281
Comments on Proposed Electrical Transcription Rule 204
Convention Site and Program Committee Meet 9
Cornelius, Helen, Joins Staff 368
District #2 78
District #3 79
District #6 69
District #8 39
District #10 39
District #12 63
District #13 62
District #14 41–53
District #15 104
District #16 54
District Engineering Committee 10
District Meeting Resolutions 39
District Meetings Schedule 1–7–15–25
Engineering Committee Considers Allocation 279
FCC-NAB Cooperate in Manpower Survey 240
Fetzer, John E.—8th District Director 39

Page
Finance Committee Meet 9
Financial Report 306
Gillin, John J., 10th District Director 39
Hager, Kolin, 2nd District Director 78
Labor Post Filled by John Morgan Davis 271
Legislative Committee Considers White-Wheeler Bill 177
Legislation Committee Meets with Chairman Wheeler 70–83
Legislative Position Reviewed 190
Membership 301–304
Membership Certificates 105
Music Committee Confers with ASCAP 139
Navy Department Compliments NAB 41
News Committee Plans Council on Radio Journalism 214
News Sub-Committee Meets 18
Non-Member Stations Invited to Affiliate with NAB 197
Operator Training 56–71
Participation in FCC Allocation Hearings 341
President's Annual Report 299
Program Managers Commend Radio Branch of OWI 328
Program Managers Executive Committee 10–320
Program Managers Start Series of Bulletins 232
Proposed By-Law Amendments 231
Public Relations Meetings 1–25
Radio News Committee 26–320–329
Radio News Committee Work Gets Further Cooperation 121
Research Committee Meets 261
Revised Legislative Recommendations 24
Ryan, J. Harold, New President 29–118
Ryan, J. Harold, Expresses Faith in Broadcasting's Future 117
Ryan Speaks on Radio and War 249
Ryan, William B., 16th District Director 54
Sales Managers Hear "What Radio Buyers Want to Know" 40
Sales Managers Meetings 1–16
Salt Lake City Broadcasters Meet with Egolf and Avery 54
Second Edition of "Is Your Hat in the Ring" 261
Secretary-Treasurer's Annual Report 302
Signal Corps Presentation Ceremony Recordings Ready 262
Small Market Stations 309
Small Market Stations Committee Examines Study of Group Selling 167
Small Market Stations Committee Meets with Chairman Fly 178
Stringer, Arthur Receives Signal Corps Certificate of Appreciation 281
Surveys Broadcasters Use of High Frequnecy Supplementary Services 240
Treasury Salutes Industry 272
Two Board Members Enter Service 249
Wooten, Hoyt B., 6th District Director 69
Yocum, Ed., 14th District Director 41–53
War Dept. Recognizes NAB Activity 31
Way, William B., Reelected 12th District Director 63

PROMOTION

Annual Report 323
Design Technique vs. Service Requirements—Stanton, Irvin 45
Fifth War Loan Radio's Contribution 279
Industry Responds to Gen. "Ike" Request for 180 "Home Town" Programs 387
Iowa Churches Install Loud Speakers to Hear New Bishop 281
Kansas City Goes in for Kid Shows 42
Kansas City Symphony Sold for Twenty Week Series 399
KMBC Issues Service Brochure 105
KMBC-FM Makes Commercial Bow in Kansas City 254
Page
KOB Co-Sponsored Bond Contest 223
KRNT Column in Iowa Papers 199
KRNT and KSO Launch "Food for Freedom Fair" 105
KROY Tells of Public Service 164
KTSW Establishes Radio Scholarship 156
KXOK Has New Type Public Forum Broadcast 121
KXOK's "Jobs for Heroes" Get Results 84
Midland Schools Tell Story of War Effort in Book 330
Parents Acclaim New WMAZ Program 234
Pioneers Education by Radio in N. C. 241
Post-War Radio Service 45
Radio in Service of Home and Nation—Arthur Stringer 48
Red Cross Promotion Piece 281
Schedules for KRNT Listeners 223
Task Force Commanders and Origination Areas 388
Three Stations Combine to Promote Knoxville Market 180
"Town Meeting" Promoted Drive Over WROK 223
War Bond First Prize in Contest to Name Program Unit 359
War Effort Reports 111–161
WAVE Sells in 4th War Loan Drive 70
WBIG Plans Morale Series 155
WBIG to Originate Network Series 199
WBZ Free Radio Workshop Begins July 6 217
WBZ Warcasts Increase Production, Raise Morale 111
WFOY Ends Campaign with Bicycle Rodeo 382
WFOY Issues "Thank You" Piece 262
WGAR and WJR Survey Stations 56
WGAR's Library Promotion 32
WHAS Awards Scholarship 398
WIOD's Bond Promotion Clicks 217
WJAG Serves in Emergency 170
WJR Brochure—"Victory F.O.B." 110
WMAZ Cancels Sponsored Religious Programs 241
WLS Has 20th Birthday 111
Women Staff New NBC Show 91
WOPI Observes 15th Anniversary 199
WOW Begins 22nd Year 111
WOWO's "Proudly We Hail" 147
WQAM Issues "Service" Brochure 164
WQAM Juvenile Delinquency Program 163
WRVA Campaign Producing "Smokes for Our Wounded" 170
WRVA Careless Talk Slogan Contest 90
WTAG Show Produces Bond Sales 206
WTIC's Unique Wartime Program 141
WWNC Issues News Program Schedule 199

PUBLIC RELATIONS

American Home Campaign Contest 85–242
Annual Report 319
Chicago School Broadcasts Grow 273
Children's Programs Discussed 179–273
Deadline on Photos for NAB Public Relations Book 193
Egolf Addresses Radio Council of Greater Cleveland 26
Egolf Speaks on Venereal Diseases 147
Fifteenth Institute for Education by Radio 123
Free Radio Explained by Radio 221
KFI Points Up Fight on Venereal Diseases 147
KTSM Booklet on El Paso Radio Forum 85
Lewis, Dorothy Fall Tour 358
Lewis, Dorothy Schedule Southern Tour 85
Listener Activity 343
Listener Activity Annual Report 321
Meetings 1–25
NAB Ass'n of Women Directors Stage Big Event 57
NAB Participates in Ohio Institute 155
Notes from Listener Activity Office 234
Radio Council of New York 359
Radio Councils Activities 19–26–321

Page

Radio Education Conference Planned for New York 292
Radio Facilities and Activities Surveyed in New Jersey Schools 207
Radio Farm Directors Organize Ass'n 154
Radio News Committee 320
Radio Women at White House 198
Results of AWD General Survey of Women's Programs 122
Rochester Hospital Council Broadcasts 91
School Broadcast Conference Set 273
"Tell Us About Radio", WGAR 90
Three New Radio Councils 292

RADIO TECHNICAL PLANNING BOARD

Allocation Panel Meets 233–261
Changes Name of Panel #5 222
FCC Reports FM Bursts 192
FM and Television Panel Meetings 119
FM Jurisdictional Dispute 293
Frazier, Howard, Testifies for Panel #4 357
NAB Engineering Report 322
RTPB Panel #3 Meeting 55
RTPB Panel #4 Meeting 2–154–233
RTPB Panel #5 Meeting 56–162–222
RTPB Panel #6 Meeting 64

RESEARCH

AAAA Officially Approves Circulation Project 365
Advice on Questionnaires 349–355
Annual Report 313
ANA Approves Circulation Project 365
Audience Measurement 315
Data Re 200- to 500-Watt Stations 121
NAB Committee Meets 261
Population Shifts 65
Radio Families 17
Radio News Needs Studied 367
Research and Sales Managers Exec. Committees Meet in Cincinnati 96
Small Market Stations Report 317
Standard Circulation Presented to ANA and AAAA 341
Standard Coverage Study Under Way 145
Station Circulation Plan Progresses 355
Station Analyses 318
Station Coverage 313
Station Coverage Prime Research Objective 109

SELECTIVE SERVICE

Communications Common Carriers Denied Deferments 109

Page

New Developments 95
WMC Continues Broadcasting in Essential Category 70

TAXATION

Annual Report 313
Excess Profits Tax 316
How to Mention Federal Excise Tax in Retail Radio Advertising 167
Retail Radio Advertising Must State Tax Separately 145
Talent Tax Status 63

TELEVISION

Dr. DeForest on Television 254
Joyce Forecasts Television at NRDGA Promotion Clinic 96
Meeting 32
Small Market Stations in Television 168
Television Multiples Increased 160
Television Stations Listed 32
Television in Spotlight 145
WHYN Buys Mount Tom 262

TUBES

Increased Tube Production Is Under Way 241
More Tubes After V-E Day 368
NAB Predicts More Tubes in Last Half of Year 214
Views on Production Differ 2
WPB Revokes Two Orders 329

NAB SPECIAL BULLETINS

ALLOCATION HEARINGS #1-#5
A. F. OF M. #24-#28
ANNUAL REPORT Vol. 12, #35
THE BEAM Vol. 2, #1-#4
BROADCAST ADVERTISING #9-#11
INFORMATION #17
LEGISLATIVE Vol. 12, #1-#13
MUSIC Vol. 12, #1
PROGRAM MANAGERS #1-#3
REEMPLOYMENT #1
SELECTIVE SERVICE #17-#22
SWAP #46-#54
WAR #15-#17
WAR CONFERENCE #1-#2

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 45, November 10, 1944

NAB BOARD MEETING

Nov. 14-15, Chicago

(As released by NAB News Bureau)

Washington, D. C., November 6.—The Board of Directors of the National Association of Broadcasters will meet November 14-15 in Chicago, it was announced today.

Prominent on the agenda is the discussion of the Association's 1945 budget. Creation of a bureau to measure station circulation, voted unanimously by the membership and approved by ANA and AAAA, will receive further attention.

Preliminary plans for a series of district meetings in 1945, as well as the next annual membership meeting, will be considered by the directors, who will also hear a report on the recent FCC allocation hearings from NAB president J. Harold Ryan, as a lead-in to the discussion of general industry matters.

The NAB Board consists of directors of seventeen geographical districts in the United States, directors at large representing large, medium and small stations, representatives of NBC and CBS, the NAB president and C. E. Arney, Jr., secretary of the Association.

NETWORK-AFRA AGREEMENT REACHED

The following is a report issued by the American Association of Advertising Agencies, observers at network-AFRA negotiations, and is quoted verbatim:

Agreement Reached on Renewal of AFRA National Commercial Code with 10% Increase in All Minimum Scales Subject to WLB Approval

(See also Bulletins 1409A, October 27 and 1407B, August 25)

Agreement has just been reached—subject to approval of the National War Labor Board—in negotiations in New York between the major radio networks and AFRA (at which agency observers were present), for the renewal of the AFRA National Commercial Code (which expired October 31), covering national network live commercial broadcasts originating in New York, Chicago, Hollywood and San Francisco, and local live commercial broadcasts in New York City—with the following summarized changes:

1. *Compensation.* An increase of 10% in all minimum fees and dollar amounts in the scales or working conditions.

2. *Name Credits.* "It is the intention of the producer in such cases and under such circumstances as he deems appropriate to give . . . such name credit on the air as the program exigencies and requirements will reasonably permit."

3. *Costume and Dress Maintenance Fee.* Where producer requires artist to wear evening dress, a minimum fee of $1.00 for male artists and $2.50 for female artists is to be paid for broadcast and repeat if both on same day. Producer to furnish at own expense any other specified costume required.

4. *Unfair Producer.* Paragraph No. 12 under General Schedule of Rules on page 5 is amended to include anyone declared unfair by Associated Actors and Artists of America, AFRA's parent union.

5. *Renewal of 13-week Contract.* Producer to give artist under minimum 13-week non-cancelable contract not less than 2 weeks' written notice if he intends to renew such engagement.

6. *Travel Compensation.* Provisions standardizing compensation where the producer requests any artist whose total fee is less than $100 per program, to travel more than 20 miles from the broadcasting centers of New York, Chicago, Hollywood or San Francisco. Basis is $24 per full day for such required absence, in addition to the fee, first class transportation and reasonable living expenses.

7. *Extras and Supernumeraries.* Paragraph 21, page 6, General Schedule of Rules is amended to provide that the program and re-broadcast fee shall include only two hours of free rehearsal, with additional rehearsal at $2.00 per hour.

8. *Definition of Artist.* Masters of Ceremonies, Quiz Masters and Man-in-the-Street Announcers are to be defined as actors and receive applicable actors' fees. Newscasters are defined as announcers and receive applicable announcer's fee.

9. *Local Newscast.* Paragraph (c) at bottom of page 4 is amended to make rates specified applicable to local broadcasts in New York City only.

10. *Awards in Arbitration.* The arbitrators in making an award in connection with any claim by AFRA may, in the light of all the facts and circumstances involved, in their discretion (1) make their award effective as of the date when such payments were first due, or (2) make their award effective as of the date of the award, or (3) make their award effective as of any intermediate date.

11. *Rehearsal Sessions.* Paragraph 20, page 7, is amended to provide that rehearsal sessions for 15, 30 and 60 minute programs shall be held in not more than 1, 2 and 3 sessions respectively, except that an additional session may be held in each case where a 15 minute program has been rehearsed in one session of 3 or more hours, where a 30 minute program has been rehearsed in 2 sessions totaling 8 or more hours, and where a 60 minute program has been rehearsed in 3 sessions totaling 10 or more hours.

12. *Voice Tests.* Participation in a voice test by an artist already engaged for the program shall be paid for at rehearsal rate.

13. *Tax Statement.* Producer shall furnish at least weekly to each artist a statement containing pertinent information necessary for tax purposes.

14. *Notice on Serial Programs.* Wherever possible, the artist shall be given not less than 72 hours' notice of the broadcast for which he is engaged.

15. *Non-Waiver of Rights.* Acceptance of payment by a member of AFRA shall not be deemed a waiver of his rights for additional compensation or of his contractual rights, under this Code or under any agreement subject thereto.

16. *Incidental Singing Background.* Where incidental background singing is used in a dramatic production, and a singer or singers are engaged to create this atmosphere, the producer may apply for a waiver to pay such performer the applicable actors' rate and AFRA, in its discretion, may approve.

17. *Cast Lists.* Paragraph No. 14, page 6, is amended to provide: "Producer agrees, upon AFRA's request, to

(Continued on page 416)

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of Government Relations;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel for Labor Relations.*

NETWORK-AFRA AGREEMENT REACHED

(Continued from page 415)

furnish a list of all artists appearing on any program."

18. *Term and Retroactivity.* Contract is extended for 2 years to October 31, 1946 (no cost of living escalator clause), with all changes retroactive to November 1, 1944, except that the changes in Paragraphs 3, 6, 7, 8, 11 and 12 above become effective as of November 12, 1944, all subject to WLB approval.

Until such time as the WLB takes action, it is suggested that you set up reserves covering all increases in minimum fees to performers on your programs.

National Transcription, Chicago Local and Pacific Coast Regional and Local Codes

Negotiations for renewal of the National Transcription Code are continuing in New York. Negotiations for renewal of the Chicago local "A" station agreement are scheduled to begin November 9 in Chicago. Negotiations for renewal of the Pacific Coast Regional and Local Codes are expected to begin in Hollywood about November 20. As you have been advised earlier, any changes or increases are likely to be retroactive to November 1, subject of course to usual WLB approval. Herald Beckjorden, AAAA Staff Executive, who has been acting as coordinator on the agency side in all AFRA negotiations, plans to be present at the negotiations in Chicago and Hollywood.

SET PRODUCTION OF 105 "LET'S GO TO TOWN" PROGRAMS

The following tabulation reflects the status of the "Let's Go to Town" series authorized by the Board of Directors at the Chicago War Conference.

Since this is an industry-wide service job for our overseas military personnel, it will be of interest to all stations as well as Directors and Task Force Commanders.

The data reflects the condition of affairs as of Thursday, November 9. A total of 105 programs have been scheduled to date; a total of 178 allocations have been made. The time of production of 73 allocated programs has thus not been reported to NAB. In order to spread production it is suggested that the 73 unreported programs be finished during December or January, which ever is most convenient.

It is desirable, however, to complete the entire assignment of 180 shows by the end of January.

Two Districts Are 100%

Leslie Johnson, Director, District #9 and Campbell Arnoux, Director, District #4, are over the top with scheduled dates for 100% of their allocated programs. Arthur Westlund, Director, District #15, has a ratio of 83% completion and Nathan Lord, Director, District #7, 75%.

Several Task Force Commanders have volunteered to produce additional shows should any assigned allocations fall by the wayside. It is hoped, however, that all allocations, so far made, will stand up.

More Shows Needed

At this writing, allocations are two short of the desired total. Areas which have facilities for producing a show and which are not listed in the allocation published in NAB REPORTS of October 20 and November 3 are invited to offer a show to their District Director.

Fort Dodge, Iowa.—Ed Breen, KVFD, Task Force Commander, was an added area this week. In addition, several areas have received permission from the Selections Committee to increase the number of shows originally allocated. These include Rochester and Youngstown, Ohio.

On November 4, a bulletin was sent all District Directors and Task Force Commanders regarding a change in method of script clearance. The procedure now established is for Task Force Commanders to send two (2) copies of the script directly to: Major Austin Peterson, Chief, Program Section, Armed Forces Radio Service, Information & Education Division, 6011 Santa Monica Blvd., Los Angeles 38, California.

DISTRICT I

14 Pgms. Allocated; 6 Pgms. Set....42.8% Complete

Program Area	*No. of Pgms.*	*Month of Planned Completion*
Hartford	1	November
Waterbury	1	"
Worcester	1	"
Portsmouth	1	"
Portland	1	December
Springfield	1	"

Data unreported from: New Haven-Bridgeport; New London; Boston (2 shows); Fall River; New Bedford; Providence; Burlington.

DISTRICT II

22 Pgms. Allocated; 12 Pgms. Set....54.5% Complete

Program Area	*No. of Pgms.*	*Month of Planned Completion*
Binghamton	1	November
Buffalo—Pgm. A	1	"
Rochester	1	"
Schenectady	1	"
Jersey City	1	"
Buffalo—Pgm. B	1	December
Elmira	1	"
Rochester	1	"
Troy	1	"
Albany	1	January
Ithaca	1	"
Rochester	1	"

Data unreported from: New York City (6 Pgms.); Syracuse; Atlantic City; Newark; Trenton.

DISTRICT III

13 Pgms. Allocated; 9 Pgms. Set....69.2% Complete

Program Area	*No. of Pgms.*	*Month of Planned Completion*
Baltimore	1	November
Frederick	1	"
Hagerstown	1	"
Philadelphia	3	"
Pittsburgh	2	"
Scranton-Wilkes-Barre	1	January

Data unreported from: Wilmington; Altoona-Johnstown; Erie; Harrisburg.

DISTRICT IV

16 Pgms. Allocated; 16 Pgms. Set....100% Complete

Program Area	*No. of Pgms.*	*Month of Planned Completion*
Washington, D. C.	2	November
Asheville	1	"
Charlotte	1	"
Greensboro-High Point	1	"

Program Area	*No. of Pgms.*	*Month of Planned Completion*
Raleigh	1	November
Winston-Salem	1	"
Charleston, S. C.	1	"
Lynchburg-Danville	1	"
Norfolk-Newport News-Portsmouth	1	"
Richmond	1	"
Roanoke	1	"
Columbia	1	December
Wheeling	1	"
Charleston, W. Va.	1	January
Spartanburg-Greenville	1	"

DISTRICT V

12 Pgms. Allocated; 8 Pgms. Set....66.6% Complete

Birmingham	1	November
Mobile	1	"
Montgomery	1	"
Miami	1	"
Atlanta	1	"
Macon	1	"
Orlando	1	December
Tampa	1	"

Data unreported from: Jacksonville; St. Petersburg; Columbus; Savannah.

DISTRICT VI

12 Pgms. Allocated; 2 Pgms. Set....16.6% Complete

Columbus, Miss.	1	November
Jackson	1	"

Data unreported from: Fort Smith; Little Rock; Texarkana; Baton Rouge; New Orleans; Shreveport; Chattanooga; Knoxville; Memphis; Nashville.

DISTRICT VII

12 Pgms. Allocated 9 Pgms. Set......75% Complete

Lexington	1	November
Cleveland	2	"
Dayton	1	"
Youngstown	1	"
Akron	1	December
Columbus	1	"
Youngstown	1	"
Youngstown	1	January

Data unreported from: Louisville; Cincinnati-Covington; Toledo.

DISTRICT VIII

11 Pgms. Allocated; 6 Pgms. Set....54.5% Complete

Detroit	2	November
Grand Rapids	1	"
Fort Wayne	1	December
Saganaw	1	"
South Bend	1	"

Data unreported from: Evansville; Indianapolis; Battle Creek-Kalamazoo; Flint; Lansing.

DISTRICT IX

13 Pgms. Allocated; 13 Pgms. Set....100% Complete

Program Area	*No. of Pgms.*	*Month of Planned Completion*
Peoria	1	November
Rock Island-Moline	1	"
Davenport	1	"
Green Bay	1	"
La Crosse-Winona	1	"
Chicago	2	December
Rockford	1	"
Madison	1	December
Milwaukee	1	"
Sheboygan	1	"
Chicago	2	January
Springfield	1	"

DISTRICT X

9 Pgms. Allocated; 3 Pgms. Set.......33.3% Complete

St. Louis	2	December
Sioux City	1	January

Data unreported from: Cedar Rapids; Des Moines; Ft. Dodge; Kansas City; Springfield; Lincoln-Omaha.

DISTRICT XI

6 Pgms. Allocated; 3 Pgms. Set.......50% Complete

St. Paul	1	November
Fargo	1	"
Minneapolis	1	January

Data unreported from: Duluth-Superior; Bismarck; Sioux Falls-Yankton.

DISTRICT XII

4 Pgms. Allocated; 1 Pgm. Set.......25% Complete

Tulsa	1	December

Data unreported from: Topeka; Wichita; Oklahoma City.

DISTRICT XIII

8 Pgms. Allocated: 0 Pgms. Set.......00% Complete

Data unreported from: Amarillo; Austin; Corpus Christi; Dallas; El Paso; Fort Worth; Houston-Galveston; San Antonio.

DISTRICT XIV

8 Pgms. Allocated; 5 Pgms. Set.....62.5% Complete

Denver	2	November
Boise-Nampa	1	"
Salt Lake City-Ogden	2	"

Data unreported from: Pueblo; Butte; Cheyenne.

DISTRICT XV

6 Pgms. Allocated: 5 Pgms. Set or Completed..83.3% Complete

Eureka	1	November
Oakland	1	"
San Francisco	2	"
Reno	1	1 Cut November

Data unreported from: Sacramento

DISTRICT XVI

8 Pgms. Allocated: 5 Pgms. Set....62.5% Complete

Los Angeles	1	November
Riverside-San Bernardino	1	"
Santa Barbara	1	"
Los Angeles	2	December

Data unreported from: Phoenix; San Diego; Albuquerque.

DISTRICT XVII

4 Pgms. Allocated: 2 Pgms. Set.....50% Complete

Portland	1	December
Tacoma	1	January

Data unreported from: Seattle; Spokane

858 STATIONS REQUEST 6TH WAR LOAN MATERIAL

A total of 858 stations have ordered broadcast material from the Treasury Department for use during the 6th War Loan beginning November 20. This is an all time high for requests received this far in advance of the start of a war loan.

Concern of Treasury officials at the moment is prompt arrival of transcriptions. The first 6 Treasury Salutes and "Liberation" were shipped October 17. Six more Treasury Salutes were shipped October 24 and six more October 27.

Two more Salutes, War Bond Briefs, 1-4 inclusive, and Horace Heidt programs, 1-4 inclusive, were shipped November 2.

MINIATURE TUBE DEMAND INCREASES

Military requirements for miniature vacuum tubes for airborne radio and radar equipment during the first quarter of 1945 will increase considerably, War Production Board officials informed the Molybdenum and Tungsten Wire and Rod Industry Advisory Committee at its meeting this week, WPB reported today.

Requirements for airborne radio and radar will remain high even after the defeat of Germany. At most, an over-all 15 per cent reduction in electronic production would then result on "Victory-in-Europe" Day as compared with a 40 per cent cutback predicted six weeks ago. The present rate of tube attrition is twice the production level, a radio and radar spokesman said. Military cutbacks will be replaced by a civilian demand for at least 115,000,000 radio receiving tubes, and wire and rod requirements for these will not decrease for 18 months after "V-E" Day, he said.

Miniature tubes are not used in present day household radio sets.

PANEL 4 COMMITTEE MEETING

The Allocation Committee of Panel 4 on Standard Broadcasting, Radio Technical Planning Board, is meeting today (10) at the Statler Hotel in Washington, D. C. The following agenda accompanied the notice of the meeting, which was mailed to the membership:

1. Minutes of the second meeting of P4a, which was held at the Statler Hotel, Washington, D. C., July 11, 1944.
2. At the July 11th meeting, the committee voted to adopt method No. 1 of Mr. Adair's proposed standards for determining populations to be included within the primary service contours of standard broadcast stations. At the time this vote was taken, Mr. Ring stated that a method which he would propose to be used as a standard was not in suitable form for presentation to the committee. Since that date, Mr. Ring's proposal on this subject has been circulated to the committee members, and this subject will be opened for discussion.
3. A report from Mr. Merryman and Mr. Frazier on the subject of intercity program relays.
4. At the July 11 meeting, Mr. McIntosh presented a report on blanketing interference on broadcast stations, including receiver design considerations. It was recommended at that meeting that the report be broken down into two parts—one part dealing with the possibility of allowing an increase in signal in the blanketing area to twice its present value—the other part of the report to take up the problem of adjacent channel interference. Therefore, Item 4 will be further consideration of the report from Mr. McIntosh on blanketing interference from broadcast stations.
5. A report from Mr. McIntosh, Mr. Bailey and Mr. Ring, on the study of the present standards for a 2-1 ratio at the half millivolt contour, and the proposed new standard of a 1-1 ratio, together with its relation to broadcast station allocation.
6. The report of Mr. Godley on his study of the possible use of new broadcast facilities on the frequencies 520, 530 and 540 kc., and on the low frequencies of 200 to 400 kc.
7. The report of Mr. Smeby on RSS methods of establishing interference standards when interference is for more than one station.
8. The report of Mr. Ring regarding the determination and maintenance of power of standard broadcast stations employing directional antenna systems.
9. The report from Mr. Holt, concerning the possibility of increasing rural coverage by the use of broadcast stations operating in the 200 to 400 kc. band.
10. The report of Mr. Guy on the possibility of obtaining rural coverage on the frequencies from approximately 3 to 17 megacycles.
11. Further consideration of a horizontal increase in power for all classes of standard broadcast stations. This subject was discussed at the meeting of July 11, but no action was taken.
12. Three resolutions from the Small Market Stations Committee, which have been submitted to P4a for consideration. They are:

> "Resolution requesting study of nighttime coverage of stations operating on local-channel frequencies."
> "Resolution regarding the expansion of the standard broadcast band."
> "Resolution regarding the use of synchronized control relays for AM satellite stations."

13. A report from Mr. Guy, concerning relay broadcast frequencies.

THE POST-WAR FUTURE OF BROADCASTING

The symposium, "The Post-War Future of Broadcasting," held at Chicago on Thursday, August 31, in connection with the NAB Executives War Conference, has attracted wide attention in broadcast and technical radio circles. The complete stenographic transcript of the symposium, together with the address of Commander T. A. M. Craven before the Conference, was printed and distributed to the NAB membership.

So many requests for additional copies had been received that it became necessary to make a second printing. These are now available upon request to the NAB Engineering Department. If you have need for more than one copy, every effort will be made to furnish the required quantity as long as the supply lasts.

THIRD REGIONAL RADIO CONFERENCE, COLUMBIA, MISSOURI, NOVEMBER 17-19

Advance registration indicates a large attendance at the Third Regional Radio Conference, Columbia, Missouri, November 17-19, with representatives of stations, networks service organization and government participating in the sessions.

Lewis H. Avery, NAB Director of Broadcast Advertising, will deliver the address which opens a panel on that subject. Dorothy Lewis, NAB Coordinator of Listener Activity, will chairman panel sessions and participate in AWD meetings. Willard D. Egolf, NAB Director of Public Relations, will preside at the annual banquet where Commissioner Paul Walker, FCC, and Congressman Louis E. Miller will discuss "The Government and Post-War Radio."

"RADIO AND PUBLIC SERVICE" DISTRIBUTED TO STATIONS

Copies of "Radio and Public Service," by Dorothy Lewis, NAB Coordinator of Listener Activity, are being distributed to station managers and members of the NAB Association of Women Directors.

The handbook is directed to chairmen of radio committees of clubs and civic organizations, public relations directors and others interested in studying and using broadcast facilities on a public service basis.

Extra copies are available to stations who wish to place them in the hands of local people holding such key positions.

Address requests to National Association of Broadcasters, 1760 N Street, N. W., Washington 6, D. C.

RADIO ENGINEERS ELECT NEW OFFICERS

Dr. William L. Everitt of Washington, one of America's foremost authorities on radio and electronics, has been elected President of The Institute of Radio Engineers for the coming year, it was announced today by the Board of Directors of that society. Dr. Everitt, who is Chief of the Operational Research Branch, Office of the Chief Signal Officer of the United States Army, succeeds Professor Hubert M. Turner of the Department of Electrical Engineering at Yale University, New Haven.

Dr. Everitt, who has been directing important research for the Army at Washington since 1942, was recently appointed professor and head of the Department of Electrical Engineering at the University of Illinois, Urbana. He was granted a leave of absence from that university to continue his army work but will assume his duties there on release from war service.

Since 1934, Dr. Everitt had been Professor of Electrical Engineering at Ohio State University and previously served as instructor at Cornell University and the University of Michigan.

Dr. Everitt, a Fellow and a Director of the Institute, is the author of several books and numerous technical magazine articles on subjects relating to radio engineering, electronics, and communications. His experience includes research and consulting-engineering work with the American Telephone and Telegraph Company and various manufacturing organizations. He is also the inventor of a number of radio and electronic devices.

The election of Dr. Hendrik J. Van der Bijl of Johannesburg, Union of South Africa, as Vice President was announced simultaneously, Dr. Van der Bijl, Fellow of the Institute since 1928, is Chairman of the Electricity Supply Commission, the S. A. Iron and Steel Industrial Corporation, Ltd., and the Industrial Development Corporation of S. A., Ltd.; Chairman and Managing Director of African Metals Corporation, Ltd.; Director of the S. A. Board Barclays Bank; Director-General of War Supplies, and Chancellor of the University of Pretoria, all of Johannesburg, Union of South Africa.

The three Directors elected for three-year term, 1945-1947, were Stuart L. Bailey, Consulting Radio Engineer of Jansky and Bailey, Washington; Keith Henney, Editor of "Electronics" magazine, New York; and Dr. Benjamin E. Shackelford, Engineer-in-Charge of RCA Frequency Bureau, Radio Corporation of America, New York. All are Fellows of the Institute.

The election is the thirty-third in the history of the Institute, which was established in 1912. The presidents of the Institute have been a succession of noted engineers and scientists in the field of radio and electronics. The present Institute membership of 12,000 constitutes a world-wide association of radio-and-electronic engineers. The Institute, with headquarters in New York, embraces 26 Sections in key industrial centers of the United States, four in Canada, and one in Argentina.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, November 13. They are subject to change.

Tuesday, November 14

Consolidated Hearing

KOMO—Fisher's Blend Station, Inc., Seattle, Wash.—Renewal of license, **1000 kc.**, 5 KW (main), 1 KW (auxiliary), unlimited.

KJR—Fisher's Blend Station, Inc., Seattle, Wash.—Renewal of license, **950 kc.**, 5 KW (main), 1 KW (auxiliary), unlimited, DA night (main).

Wednesday, November 15

Consolidated Hearing

NEW—The Finger Lakes Broadcasting System (Gordon P. Brown, owner), Geneva, N. Y.—C. P., **1240 kc.**, 250 watts, unlimited time (request facilities WSAY when vacated).

NEW—WARC, Inc., Rochester, N. Y.—C. P., **1240 kc.**, 250 watts, unlimited (facilities being relinquished by WSAY).

NEW—Rochester Broadcasting Corp., Rochester, N. Y.—C. P., **1240 kc.**, 250 watts, unlimited (requests facilities of WSAY when vacated).

NEW—Seneca Broadcasting Corporation, Rochester, N. Y.—C. P., **1240 kc.**, 250 watts, unlimited time.

Friday, November 17

Consolidated Hearing

NEW—Birney Imes, Jr., Meridian, Miss.—C. P., **1240 kc.**, 250 watts, unlimited.

NEW—Mississippi Broadcasting Company, Inc., Macon, Miss.—C. P., **1240 kc.**, 250 watts, unlimited.

Consolidated Hearing

NEW—Marietta Broadcasting Company (Virgil V. Evans, owner), Marietta, Ga.—C. P. for a new station; **1230 kc.**, 250 watts, unlimited.

NEW—Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, Marietta, Ga.—C. P. for a new station; **1230 kc.**, 250 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

KTYW—Cascade Broadcasting Co., Inc., Yakima, Wash.—Granted license to cover construction permit as modified, which authorized move of transmitter and studio, and changes in antenna (B5-L-1836); granted authority to determine operating power by direct measurement and antenna power (B5-Z-1635).

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—Granted license to cover construction permit as modified, for move of transmitter and installation of new antenna (B5-L-1832); granted authority to determine power by direct measurement of antenna power (B5-Z-1630).

WHOT—South Bend Broadcasting Corp., South Bend, Ind.—Granted license to cover construction permit as modified, which authorized a new standard broadcast station (B4-L-1835); granted authority to determine operating power by direct measurement of antenna power (B4-Z-1634).

McClatchy Broadcasting Co., Portable mobile, area of Fresno, Calif.—Granted license for new relay broadcast station using already licensed equipment (B5-LRY-312).

KFAB—KFAB Broadcasting Co., Lincoln, Neb.—Granted license to cover construction permit which authorized change in frequency and hours of operation and installation of directional antenna for night use (B4-L-1834); granted authority to determine operating power by direct measurement of antenna power (B4-Z-1633).

WIBG—Seaboard Radio Broadcasting Corp., Philadelphia, Pa.—Granted construction permit to move old main transmitter to present site of new main transmitter and operate as an auxiliary transmitter with power of 1 KW, employing directional antenna day and night (B2-P-3721).

KNOE—KNOE, Inc., Monroe, La.—Granted license to cover construction permit as modified, which authorized a new standard broadcast station (B3-L-1837); granted authority to determine operating power by direct measurement of antenna power (B3-Z-1636).

WFLA—The Tribune Company, Tampa, Fla.—Granted license to cover construction permit as modified, which authorized increase in power from 5 KW day and 1 KW night, to 5 KW day and night, and changes in directional antenna for night use (B3-L-1838); granted authority to determine operating power by direct measurement of antenna power (B3-Z-1637).

MISCELLANEOUS

J. W. Birdwell, Nashville, Tenn.—Granted petition for leave to amend application for new station. (Docket 6649). Application retained in docket.

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mex.—Granted petition to intervene in the hearing on application of KXA, American Radio Telephone Co., Seattle, Wash., for modification of license. (Docket 6665)

WENY—Elmira Star-Gazette, Inc., Elmira, N. Y.—Granted petition to intervene and enlarge the issues in the hearing scheduled for November 15 on application of Finger Lakes Broadcasting System, Gordon P. Brown, owner, Geneva, N. Y. (Docket 6604 consolidated with Dockets 6605, 6606, 6607).

Seneca Broadcasting Corp., Rochester, N. Y.—Granted motion to amend application for construction permit (Docket 6607); and that said application, as amended be retained on the hearing docket.

KXA—American Radio Telephone Co., Seattle, Wash.—Passed over petition for leave to amend application in Docket 6665.

Placed in pending files, in accordance with Commission policy adopted February 23, 1943, the following applications for construction permits for new high frequency FM broadcast stations:

Contra Costa Broadcasting Co., Richmond, Calif. (B5-PH-347); John W. Haig's, Greenfield, Mass. (B1-PH-343); KOIN, Inc., Portland, Ore. (B5-PH-345); The Passaic Daily News, Passaic, N. J. (B1-PH-340); Piedmont Broadcasting Corp., Salisbury, N. C. (B3-PH-346); Portland Broadcasting System, Inc., Bangor, Maine (B1-PH-338); Press Publishing Co., Sheboygan, Wisc. (B4-PH-339); Ned Shepler, Lawton, Okla. (B3-PH-344); Surety Life Insurance Co., Columbia, S. C. (B3-PH-341); Topeka Broadcasting Assn., Inc., Topeka, Kans. (B4-PH-342).

Placed in pending files, in accordance with Commission policy adopted February 23, 1943, the following applications for construction permits for new commercial television broadcasting station:

WAVE, Inc., Louisville, Ky. (B2-PCT-91); The Yankee Network, Inc., Hartford, Conn. (B1-PCT-88).

Placed in pending file the following applications for construction permits for new noncommercial educational broadcast stations:

Board of Education of the City of St. Louis, St. Louis, Mo. (B4-PED-40); Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa (B4-PED-39); State University of Oklahoma, Norman, Okla. (B3-PED-41)

Nashville Radio Corp., Nashville, Tenn.—Passed for one week motion for leave to amend application for new station.

WSYR—Central New York Broadcasting Corp., Syracuse, N. Y.—Granted motion for continuance of hearing on application for C. P. to make changes in directional antenna, now set for November 21, and continued same to December 21.

Telegram Publishing Co., Salt Lake City, Utah—Granted motion to dismiss without prejudice application for new station. (Docket 6687)

KOMO—Fisher's Blend Station, Inc., Seattle, Wash.; KJR, Fisher's Blend Station, Inc., Seattle, Wash.—Granted motion for continuance of hearing on applications for renewal of licenses (main and auxiliary), now scheduled for November 14, and continued same to January 15, 1945.

WGCP—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Granted request for dismissal of application for construction permit. (Docket 6642)

APPLICATIONS FILED AT FCC

560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Modification of construction permit (B5-P-3659 as modified, which authorized change in frequency, increase in power and installation of new transmitter and directional antenna for night use) for extension of completion date from 12-1-44 to 12-31-44.

660 Kilocycles

KSKY—Chilton Radio Corp., Dallas, Texas—Voluntary assignment of license to SKY Broadcasting Service, a partnership, composed of A. L. Chilton, Leonore H. Chilton and James Ralph Wood.

980 Kilocycles

NEW—Skyland Broadcasting Corp., Dayton, Ohio—Construction permit for a new standard broadcast station to be operated on **980 kc.**, power of 500 watts and daytime hours of operation.

1130 Kilocycles

NEW—San Diego Broadcasting Co., San Diego, Calif.—Construction permit for a new standard broadcast station to be operated on **1130 kc.**, power of 1 KW, and unlimited hours of operation, employing directional antenna day and night.

1230 Kilocycles

NEW—O. E. Richardson, R. W. Widdel and S. C. Strasburg, d/b as "Voice of Marion," Marion, Ind.—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, power of 250 watts and unlimited hours of operation.

1250 Kilocycles

NEW—Midwest Broadcasting Co., Milwaukee, Wis.—Construction permit for a new standard broadcast station to be operated on **1250 kc.**, power of 5 KW, and unlimited hours of operation, employing directional antenna night.

1300 Kilocycles

NEW—Raoul A. Cortez, San Antonio, Texas—Construction permit for a new standard broadcast station to be operated on **1300 kc.**, power of 1 KW and daytime hours of operation.

1410 Kilocycles

WKBH—WKBH, Inc., La Crosse, Wis.—Construction permit for increase in power from 1 KW to 5 KW, installation of new transmitter and directional antenna for night use and change transmitter location.

1480 Kilocycles

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif.—Construction permit to change frequency from **1490 kc.** to **1480 kc.**, increase power from 250 watts to 1 KW and install new transmitter. Amended: for installation of directional antenna for day and night use.

1490 Kilocycles

NEW—Wichita Broadcasting Co., Inc., Wichita, Kansas—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

NEW—C. L. Pursley and Louise Patterson Pursley, d/b as Pursley Broadcasting Service, Mobile, Ala.—Construction permit for a new standard broadcasting station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

FM APPLICATIONS

NEW—WFBM, Inc., Indianapolis, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47700 kc.** with coverage of 15,430 square miles. Amended: to change coverage to 16,600 square miles and make changes in antenna.

NEW—The Evening News Publishing Co., Newark, N. J.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 19,851 square miles.

TELEVISION APPLICATIONS

NEW—WJAC, Inc., Johnstown, Pa.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (**66000-72000 kc.**), ESR 4,170.

NEW—The Times-Mirror Company, Los Angeles, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #5 (**84000-90000 kc.**), ESR 16,069.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Allied News-Photo Service Corporation, 439 Madison Ave., New York, and David Jacobs who holds all the offices in the company and controls and directs its policies, have been ordered to cease and desist from representing in any manner that they are "news" or "press" photographers. (4884)

Blumgart & Co., Inc.—A complaint has been issued charging N. Erlanger, Blumgart & Co., Inc., 354 Fourth Avenue, New York, one of the country's larger converters and distributors of acetate rayon fabrics, with violation of those sections of the Robinson-Patman Act which prohibit the payment of allowances and the furnishing of services to favored customers unless such payments and services are made available to other customers on proportionally equal terms. (5243)

Illinois Merchandise Mart.—Misrepresentation of the price and quality of various items of merchandise is alleged in a complaint issued against Harold S. Schwartz, Jerome G. Becker, Louis S. Schwartz and Louis S. Schnitz, trading as Illinois Merchandise Mart, 501 North Dearborn St., Chicago. The respondents are engaged in the interstate sale of wholesale merchandise, wearing apparel and novelty goods, which they advertise in newspapers, magazines, catalogs and by other means. (5245)

Perma-Rid, Inc., 2947 North 45th Street, Milwaukee, is charged in a complaint with misrepresentation in connection with the sale of a cosmetic preparation designated "Perma-Rid." (5244)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist order last week:

Savoy Manufacturing Co., 12 West 23rd St., New York, has been ordered to cease and desist from selling or otherwise disposing of merchandise by means of a game of chance, gift enterprise or lottery scheme. The respondents are engaged in the sale and distribution of electrical appliances, cutlery, bedding, tableware, luggage and other merchandise. (4763)

FTC COURT DECISION

The U. S. Supreme Court has denied the petition for a writ of certiorari, filed on behalf of Houbigant, Inc., Cheramy, Inc., and Houbigant Sales Corporation, of New York. This leaves in full force and effect a decree of the Second Circuit (New York) Court of Appeals enforcing an order of the Federal Trade Commission which was directed against the misrepresentation of domestically compounded perfumes as imported products.

The Commission's order directed the respondents (1) to cease and desist from representing, through use of names "Paris," or "Paris, France" or other terms indicating French or other foreign origin, that perfumes or other toilet preparations made in this country are compounded in France or in any other country, provided, however, that the country of origin of the various ingredients may be stated when immediately accompanied by a statement that the finished products are compounded in the United States. The order further prohibited (2) use of the terms "Houbigant," "Cheramy" or other French or foreign words as brand or trade names for perfumes or other toilet preparations made in this country, unless in immediate connection therewith it is clearly and conspicuously stated that such products are compounded in the United States. The Court ruled on only prohibition (2) which was the only part of the order to which the petitioners objected.

NAB Reports
The National Association of Broadcasters

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 46, November 17, 1944

PORTER NAMED TO SUCCEED FLY

On Thursday the President sent the name of Paul A. Porter, former Publicity Director of the Democratic National Committee, to the Senate to succeed James Lawrence Fly as Chairman of the Federal Communications Commission. The term for which Mr. Porter was named extends for seven years from July 1, 1942.

Mr. Porter was born at Joplin, Missouri, in October 1904, the son of John J. and Dolly P. Porter. He attended Kentucky Wesleyan College from 1923 through 1926 and in June 1930 married Miss Bessie Edgar Benton. He has two children, Betsy Goodloe and Ann Covington.

He began newspaper work as a reporter, later becoming City Editor of the Lexington, Kentucky, *Herald*, and began law practice in Central, Kentucky, in 1928. He was Editor of the Mangum, Oklahoma, *Daily News*, and LaGrange, Georgia, *News*, 1929 through 1932. He became a special counsel of the Department of Agriculture in 1932 and from 1937 through 1942 he was Washington counsel of the Columbia Broadcasting System.

He has been a lecturer on administrative law at Catholic University of this city since 1941. He was Deputy Administrator in charge of the OPA Rent Division and in 1942 was Associate Administrator of the War Food Administration. He later became Associate Director of the Office of Economic Stabilization. He is a member of the National Press Association, the Federal Communications Commission Bar Association, the New York Bar Association, Sigma Alpha Epsilon, and Phi Alpha Delta.

Jett Appointed Temporary FCC Chairman

President Roosevelt on Thursday asked Commissioner E. K. Jett to act as temporary Chairman of the FCC. In his letter to Commissioner Jett the President said:

"It will necessarily be some weeks before a new Chairman will be named for the Commission. I can well understand that, with your other extensive duties, you would not care to undertake the burdens of the Chairman's office permanently. However, I do hope you will carry this work during the interim period.

"With that thought in mind and pursuant to the provisions of the Federal Communications Act of 1934, as amended, I hereby designate you as Chairman of the Federal Communications Commission, effective the 16th day of November, 1944."

FLY TAKES CIVILIAN POST

On the day James Lawrence Fly signed off as chairman of the Federal Communications Commission, his appointment as chairman of the board of Associated Music Publishers Corp., of which Muzak Corp. is a subsidiary, was announced by William Benton who owns the common stock of Associated.

At the final FCC meeting, over which Mr. Fly presided on November 14, the following statement was presented by Commissioner Paul A. Walker and unanimously adopted by the Commission:

"I do not think that the record of this meeting should close without an expression of appreciation on behalf of the Commission to the retiring Chairman, James Lawrence Fly.

"Chairman Fly first joined us a little more than five years ago. From the beginning, he has shown a patriotic zeal and devotion to the work of the Commission and has exhibited unusual ability in grasping the complicated subject matter with which we deal daily.

"As Commissioners, closely associated with him during the past five years, we have learned to appreciate also his courage and steadfastness of purpose. The general recognition of these qualities by others, as evidenced in recent tributes in the press and elsewhere, confirms our more intimate judgment.

"I move that these remarks be incorporated into the minutes of this meeting, together with our expression of appreciation for his services to the Commission, and our best wishes for the future."

Resignation Letter

Mr. Fly's letter of resignation as transmitted to the President follows:

(Continued on page 424)

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of Government Relations;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel for Labor Relations.*

FLY TAKES CIVILIAN POST

(Continued from page 423)

"I hereby submit my resignation as a member of the Federal Communications Commission, effective at the end of the fifteenth day of November, 1944.

"Despite the personal reasons calling for this step—and these you have recognized—I make the move only with great reluctance. The forward movement of electrical communications is freighted with problems of broad and deep significance. In some real measure the landmarks of principle have been established and the path rough hewn. Yet, much work remains to be done. The most urgent task is in the field of international communications. In this regard I shall stand ready from time to time and in a private capacity to assist in any manner possible.

"I need hardly remind you of the deep gratitude I feel for the faith you have held midst all the ill winds of doctrine. My deep personal regard and great confidence go with you in the most significant work which lies ahead."

Resignation Acceptance Letter

The President's reply to Mr. Fly reads:

"With great personal reluctance, I accept your resignation as a member of the Federal Communications Commission.

"We have had long discussions of the personal reasons for which you feel you have to return to private practice. And because you have had only a few years of private life since you left the Navy after the last war, I feel I cannot deny you the 'furlough.'

"You have given five years to the prosecution of monopolies in the Anti-Trust Division of the Department of Justice, five years to your brilliant defense of the Tennessee Valley Authority as its General Counsel, and five years to the reorganization of the Federal Communications Commission as its Chairman. These were all extraordinarily difficult tasks—calling for technical competence and strength of heart of the highest order—against powerful opponents who did not always take your victories lightly. Few men have so proud and effective a record in public service.

"Indeed, it is a tribute to the call of public service upon young men that you were willing to persist for fifteen years in such apparently thankless tasks. But you should take great satisfaction from the knowledge that in all your public endeavors you have not only advanced the public interest, but in the end gained the respect of most of your opponents for requiring them to face, for the public good, the need of adjustments necessary to protect their own long-range interests.

"The importance of the work of the Federal Communications Commission is better appreciated today both by the public and by the industries under its jurisdiction than it has ever been before. The Commission working as a team under your chairmanship has made notable advances in safeguarding freedom of speech and information and in protecting competitive enterprise in the field of communications.

"But much work remains to be done and in the doing of it I shall want your advice and counsel. You are only on 'furlough.' I shall have to have your help from time to time, particularly in the field of international communications, and I know I can expect you to respond."

NAB BOARD MEETS

Underwrites Broadcast Measurement Bureau, Admits Sixteen More Members, Approves Budget

The National Association of Broadcasters Board of Directors met in Chicago at the Stevens Hotel on Tuesday and Wednesday (14-15). All members of the Board excepting Nate Lord and Hoyt Wooten, who were compelled to be absent by reason of illness, were present.

The Board admitted to active membership 10 radio stations including 2 FM stations and 1 television station. Three firms were also admitted to associate membership.

A large part of the meeting was devoted to a discussion of the plans incident to the organization of the Broadcast Measurement Bureau. This project is one which NAB is undertaking in cooperation with the American Association of Advertising Agencies (AAAA) and the Association of National Advertisers (ANA). The plan submitted to the board contemplates the organization of a Bureau which will immediately give attention to the matter of surveying various counties and cities to determine the circulation of the various stations. These data will be the basis upon which the stations will prepare their coverage maps. With these authenticated data advertisers and agencies will have a sound basis upon which to place their advertising.

The Board elected Hugh Feltis, Roger Clipp, Frank Stanton, F. M. Russell, and J. Harold Ryan to represent NAB upon the Bureau Board until the 1945 membership meeting.

The Board gave consideration to the matter of the time for the 1945 membership meeting and instructed the Secretary-Treasurer to arrange to hold the meeting at some date between the 15th of April and the 15th of May.

The place was not determined but was left to the decision of the Convention Site Committee.

The Board also instructed the Secretary-Treasurer to prepare a schedule for the holding of District Meetings prior to the first of April in all of the 17 NAB districts.

The recommendation of the Finance Committee with reference to the 1945 budget was approved. This budget calls for an expenditure which is approximately similar to that incurred in 1944.

The report involves the appropriation of a considerable sum of money for special projects, the most important of which was the underwriting of the Broadcast Measurement Bureau plan. .

BROADCAST MEASUREMENT BUREAU ORGANIZATION MEETING

On August 11 committees of the Association of National Advertisers, the American Association of Advertising Agencies and the National Association of Broadcasters met in New York to discuss the organization of a bureau to operate the method proposed by NAB for measuring station circulation.

The representatives of the ANA were Paul West, president of ANA; Don B. Stetler, advertising manager, Standard Brands, Inc., chairman of the ANA Radio Committee; Joseph M. Allen, advertising manager, Bristol-Myers Company, and E. T. Batchelder, executive secretary of ANA. The AAAA was represented by Fred Gamble, president; Robert Jackson, AAAA staff; Carlos Franco, Young and Rubicam, chairman of the AAAA Time Buyers Committee; and L. D. H. Weld, McCann-Erickson, chairman of the AAAA Research Committee. NAB was represented by Harold Ryan, president; Hugh M. Feltis, KFAB, chairman of the Board of Directors' Sub-committee; Roger W. Clipp, WFIL, chairman of the NAB Research Committee; Paul F. Peter, NAB research director.

The meeting was devoted to organization subjects. A draft of articles of incorporation and by-laws were reviewed and suggestions for changes were discussed. Announcement was made at the meeting that a budget for the first year's operation of the Bureau would be submitted to the NAB Board of Directors November 14-15 with the request that funds be loaned to the Bureau to finance its first year of operation or until the Bureau becomes self-supporting.

It was also essentially agreed that the name of the organization will be the Broadcast Measurement Bureau. It will be a non-profit corporation.

Another meeting of the group is planned as soon as the revisions are made in the by-laws and articles of incorporation.

FCC NAMES TWO

The Federal Communications Commission yesterday (16) announced the appointment of Jerome Courtney to head a newly organized division—the Safety and Special Services Division—within the Commission's Law Department. Mr. Courtney, former chief of the Administration Section in the Law Department, will handle all aviation, amateur, ship, emergency, experimental and miscellaneous radio services in addition to any new services such as highway, truck, bus or railroad radio, which may be authorized by the Commission at some future time.

He has been with FCC since November 1942. Before coming to Washington Mr. Courtney spent six years in private practice with the New York firm of Cadwalader, Wickersham & Taft.

At the same time, the Commission announced a new International Services Section within the Common Carrier Division of the Law Department to be headed by Arthur Gladstone. Mr. Gladstone, formerly attorney in the Safety Service Section of the Common Carrier Division, has been with FCC since September 1941 and from 1939 to 1941 was employed at the Federal Power Commission. From 1935 to 1939 he was in private law practice in New York City.

Both Mr. Courtney and Mr. Gladstone are graduates of Columbia University Law School.

PULSE TIME MODULATION DISCUSSED AT ROCHESTER FALL MEETING

A pioneer development of a system of Pulse Time Modulation, applicable to radio and wire transmission, including broadcasting and television sound channels, was presented November 14 at the Rochester Fall Meeting of IRE and RMA by the Federal Telephone and Radio Laboratories, an associate of the International Telephone and Telegraph Corporation.

Main advantages include simplification derived from use of more rugged repeaters, capable of operating on trigger action, thereby materially reducing the usual requirements for stability, distortion and noise. Further, distortions introduced in the different repeaters are not cumulative. Thus, a longstanding ambition of radio engineers to complement long distance cable and radio circuits by systems utilizing relays and repeater stations at Super-High frequencies is brought nearer to practical reality.

Pulse Time Modulation consists essentially in transmitting intelligence by pulses of constant amplitude and duration. The instantaneous amplitude of the voice is translated into a variation of time intervals of successive pulses, the rate of this variation corresponding to the instantaneous frequency of the signal. The bandwidth is determined by the steepness of the pulses which can be adjusted according to the type of operation desired.

Research and development work in the Paris Laboratories of I. T. & T. was started in 1937 on the basis that modern transmission technique at high frequencies was confronted with the fact that much wider bandwidths per channel are available than strictly required by the elements of most signals to be transmitted. Compared with amplitude modulation (AM) and frequency modulation (FM), Pulse Time Modulation appears particularly promising for application to multi-channel, coaxial cable, telephone, telegraph and facsimile transmission systems, also to point-to-point radio and ultra-high frequency broadcasting and to television sound channels.

The I.R.E. paper, which was presented by E. Labin, the co-author with E. M. Deloraine, director of the Federal Telephone and Radio Laboratories, is confined to disclosure of the broadest aspects relating to the conception and development of Pulse Time Modulation, primarily to complete the historical record. Full disclosure of this achievement under war conditions is impossible. It is, however, clear from the paper that this type of modulation opens up the most far-reaching possibilities in the field of transmission using very high frequencies.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, November 20. They are subject to change.

Monday, November 20

Further Hearing

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Renewal of license (main and auxiliary), **950 kc.**, 1 KW (main), 500 watts (auxiliary), daytime (main), auxiliary purposes only (auxiliary).

KFVD—Standard Broadcasting Co., Los Angeles, Calif.—Renewal of license, **1020 kc.**, 1 KW, limited time.

KPAS—Pacific Coast Broadcasting Co., Pasadena, Calif.—Renewal of license, **1110 kc.**, 10 KW, unlimited, DA-night and day.

WMC—Memphis Publishing Company, Memphis, Tenn.—Renewal of license (main and auxiliary), **790 kc.**, 5 KW (main), 500 watts (auxiliary), unlimited (main), (DA-night), auxiliary purposes only (auxiliary).

Friday, November 24

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—C. P. to change frequency; transmitter and site; increase power; install DA-night; **1440 kc.**, 1 KW, unlimited, DA-night.

Federal Communications Commission Action

APPLICATIONS GRANTED

Ewing C. Kelly, David R. McKinley and Vernon Hansen, d/b as Central Valleys Broadcasting Co., Sacramento, Calif.—Granted construction permit (B5-P-3662) for new station to operate on **1340 kc.**, 250 watts, unlimited time, subject to January 26 policy.

Lincoln Dellar, Sacramento, Calif.—Granted construction permit (B5-P-3663) for new station to operate on **1490 kc.**, 250 watts, unlimited time, subject to January 26 policy.

Herbert Kendrick and G. L. Hash, a partnership, d/b as Harrisburg Broadcasting Co., Harrisburg, Pa.—Granted construction permit (B2-P-3677) for a new station to operate on **1400 kc.**, 250 watts, unlimited time, antenna site to be determined, subject to January 26 policy.

American Colonial Broadcasting Corp., Arecibo, P. R.—Granted construction permit (B-P-3564) for a new station to operate on **1230 kc.**, 250 watts, unlimited time, pursuant to January 26 policy.

Newark Broadcasting Corp., Newark, N. J.—Granted petition in part to reinstate application for construction permit for new station to operate on **620 kc.**, 500 watts daytime only, using non-directional antenna, and designated application (B1-P-3249) for hearing.

WPRA—Ralph Perez Perry (transferor), Andres Camara (transferee), Puerto Rico Adv. Co., Inc. (licensee), Mayaguez, P. R.—Granted consent to acquisition of control of Puerto Rico Advertising Co., Inc., licensee of station WPRA, through purchase of 77 shares of common stock by Andres Camara and 37 shares by Julio Vidal for a total consideration of $30,000. (B-TC-366)

WQAN—The Scranton Times (co-partnership), E. J. Lynett, Wm. R. Lynett, Elizabeth R. Lynett and Edw. J. Lynett, Jr. (assignor); The Scranton Times (co-partnership), Wm. R. Lynett, Elizabeth R. Lynett and Edw. J. Lynett, Jr. (assignee), Scranton, Pa.—Granted consent to involuntary assignment of license of station WQAN (main and auxiliary) from the partnership composed of E. J. Lynett (recently deceased), Wm. R., Elizabeth R. and E. J. Lynett, Jr., d/b as The Scranton Times, to the last three named surviving partners, who will continue to do business under the same name. No monetary consideration included. (B2-AL-445)

WSAM—Saginaw Broadcasting Co., Saginaw, Mich.—Granted modification of license to change main studio location from 2745 Bay St., Saginaw Township to 610 Eddy Building, Saginaw City, Mich., a distance of approximately 2 miles. (B2-ML-1207)

Blue Network Company, Inc., New York City.—Granted extension of permit under Sec. 325 (b) of the Communications Act to transmit programs to all broadcast stations in Canada licensed by the Canadian Government, which may be heard consistently in the U. S. (B1-FP-136)

KFI—Earle C. Anthony, Inc., Los Angeles, Calif.—Granted petition requesting grant of application for renewal of station license (main and auxiliary) on a regular basis, and application dismissed from hearing docket.

Hoyt B. Wooten.—Granted request for reconsideration of Commission action of June 27, 1944, in designating application of Hoyt B. Wooten, t/r as WREC Broadcasting Service (WREC). Memphis, Tenn., for hearing, and grant same without hearing, and ordered that a regular renewal license for WREC be issued for the period ending May 1, 1946, and the hearing scheduled was cancelled.

KFI—WSAY—Brown Radio Service and Laboratory (Gordon P. Brown, owner), Rochester, N. Y.—Granted request for extension of time for a period of 30 days to complete construction under permit to change frequency, increase power, etc. (B1-P-2924), with notice that Commission expects construction to be completed without unnecessary delay.

KEEW—Eagle Broadcasting Co., Inc. (assignor), Radio Station KEEW, Ltd. (assignee), Brownsville, Texas.—Granted consent to voluntary assignment of license of Station KEEW from Eagle Broadcasting Co., Inc., to Radio Station KEEW, Ltd., a newly formed limited partnership composed of E. E. "Jack" Wilson and Ernest E. Wilson (sole owners of stock of licensee corporation) and T. Frank Smith; T. Frank Smith to have 60% interest for a cash consideration of $8,500. (B3-AL-442)

WFBC—Greenville News-Piedmont Co., Greenville, S. C.—Granted renewal of license for the period ending November 1, 1945. (B3-R-474)

WFVA—Fredericksburg Broadcasting Corp., Fredericksburg, Va.—Granted renewal of license for the period ending November 1, 1945. (B2-R-1011)

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Granted petition insofar as it requests leave to amend application to specify a different transmitter site; denied insofar as it requests a grant of application. (Docket No. 5994)

WIBG—Seaboard Radio Broadcasting Corp., Glenside, Pa.—Granted 60 days extension of time to conduct program tests.

DOCKET CASES

The Federal Communications Commission announces its Decision and Order (B-206) granting the application for consent to transfer control of North Jersey Broadcasting Co., Inc., licensee of Station WPAT, Paterson, N. J., from Frank Falknor and Rex Schepp, transferors, to Donald Flamm, transferee (Docket No. 6521). Commissioner Walker dissented.

The Commission held that the arrangements under which transferee acquired 49% of licensee's stock and option to purchase an additional 1%, and in which his attorney acquired a proxy to vote the 1% included in the option, constituted a transfer of control which should have been presented to the Commission for approval prior to the date the arrangements were effected. However, the Decision points out that there has not heretofore been a definitive opinion by the Commission construing the provision of Section 310(b) in a situation of this kind, and that the parties had reported all transactions promptly to the Commission and, on request, had submitted an application so that the matter might be examined by the Commission. The Commission stated that in the absence of any other evidence or compelling reasons why consent should not be given, "we are of the opinion that the public interest will be served by granting the instant application for consent to transfer of control of North Jersey Broadcasting Corporation."

Commissioner Walker's dissent reads:

"I concur in the opinion of the majority of the Commission that the arrangements under which Donald Flamm acquired 49% of the capital stock of the licensee corporation and an option to purchase an additional 1% interest, and under which his attorney, in connection with the same transaction, acquired an irrevocable proxy to vote the stock included in the option, constituted a transfer of control within the meaning of Section 310(b) of the Communications Act, as amended. But I disagree with the decision of the Commission which gives approval to a transfer of this nature after the event. Section 310(b) contemplates approval, in writing, by the Commission prior to the transfer of control of a licensee. There are no mitigating circumstances shown herein."

The Commission, at the same time, issued its Proposed Findings of Fact and Conclusions (B-203), looking toward a denial of the application of WOKO, Inc., for renewal of license for Station WOKO, Albany, New York (Docket No. 6486), because of misrepresentations made in applications to the Federal Radio Commission and the Federal Communications Commission. In its Conclusion the Commission states: "From a consideration of all the material facts found in the record of this hearing, the Commission has concluded that the applicant cannot be entrusted with the responsibilities of a licensee. The Commission, therefore, finds that a grant of the application for renewal of license for the operation of WOKO by the applicant corporation would not serve public interest, convenience, or necessity and therefore should be denied."

Commissioner Case did not participate in the above actions.

DESIGNATED FOR HEARING

WDGY—Dr. George W. Young, Minneapolis, Minn.—Designated for hearing application for modification of license to decrease night power from 500 to 250 watts, and change hours of operation from limited to unlimited time. (B4-ML-1201)

WERC—Presque Isle Broadcasting Co., Erie, Pa.—Designated for hearing application for license to cover construction permit which authorized change in frequency from **1490** to **1230 kc.** (B2-L-1833), and for authority to determine operating power by direct measurement of antenna power. (B2-Z-1631)

City of Sebring, Fla., Seabring, Fla.—Designated for hearing application for construction permit for new station to operate on **1430 kc.**, 1 KW., unlimited time.

Altoona Broadcasting Co., Altoona, Pa., and Roy F. Thompson, tr/as Thompson Broadcasting Co., Altoona, Pa.—Designated for consolidated hearing, applications for construction permits for new stations at Altoona, Pa., to operate on **1240 kc.**, 250 watts, unlimited time. (B2-P-3670; B2-P-3703)

MISCELLANEOUS

KWBU—Century Broadcasting Co., Corpus Christi, Texas.—On consideration of petition to modify permit to specify **1030** in lieu of **1010 kc.**, the Commission authorized issuance of

Special Service Authorization for a period of 6 months on conditional basis, for operation of KWBU on frequency **1030 kc.,** daytime hours. (Comr. Durr dissenting.)

WCED—Tri-County Broadcasting Co., DuBois, Pa.—Granted petition for rehearing, directed against the Commission's action of Sept. 12, 1944, granting without hearing the application of Presque Isle Broadcasting Co. (WERC), Erie, Pa., for construction permit to change operating assignment from **1490** to **1230 kc.,** with 250 watts power, unlimited time.

WJTN—James Broadcasting Co., Inc., Jamestown, N. Y.—Granted petition for rehearing and other relief directed against the Commission's action of Sept. 12 in granting without hearing the application of WERC, listed above; set aside this action and designated the application for hearing upon issues to be determined by the Commission, and made WJTN a party in the hearing on this application.

WLEU—WLEU Broadcasting Corp., Erie, Pa.—Denied petition for rehearing and other relief directed against the Commission's action of September 12 in granting without hearing the application of WERC to change operating assignment. Also denied petition to reinstate and grant application (B3-P-3403) for construction permit to change frequency from **1450** to **1260 kc.;** increase power from 250 watts, unlimited, to 1 KW night, 5 KW day, unlimited; install DA for night use and install a new transmitter.

The Commission, upon consideration of a request of the National Association of Broadcasters, granted extension of time for filing requests for oral argument in the matter of Promulgation of Rules and Regulations Under Section 317 of the Communications Act (Docket No. 6672), until November 21, 1944.

WARC, INC., Rochester Broadcasting Corp., Seneca Broadcasting Corp., all of Rochester, N. Y.; The Finger Lakes Broadcasting System (Gordon P. Brown, Owner), Geneva, New York. —Denied joint petition filed by WARC, Inc., Rochester Broadcasting Corp., and Seneca Broadcasting Corp., for reconsideration and grant without a hearing one of the three applications for a new station at Rochester; denied request of Finger Lakes Broadcasting System for reconsideration and grant of its application for new station at Geneva, N. Y. (Dockets 6605, 6606, 6607, and 6604, respectively.)

WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Denied petition for reconsideration and grant without hearing of Commission's action of September 19, 1944, in designating for hearing the application for consent to assignment of license of station WTAD from Illinois Broadcasting Corp. to Lee Broadcasting, Inc. (Comrs. Jett and Wakefield dissenting.)

Marietta Broadcasting Co. (Virgil V. Evans, Owner), Marietta, Ga. —Denied petition for reconsideration of action of Motions Commissioner on Sept. 19, 1944, denying a request for six months' continuance of consolidated hearing on applicant's application and that of the Chattahoochee Broadcasters for a new station in Marietta, Ga., and affirmed the action of the Motions Commissioner.

WLIB—WLIB, Inc., Brooklyn, N. Y.—Granted permission to identify station as a "New York" instead of "Brooklyn" station.

KQV—H. J., H. K., Sara A., Margaret M. Brennan and Thelma B. Bregenser (Transferors), Allegheny Broadcasting Corp. (Transferee), KQV Broadcasting Co. (Licensee), Pittsburgh, Pa.—Granted consent to transfer of control of KQV Broadcasting Co., licensee of station KQV, from H. J. Brennen, H. K. Brennen, Sara A. Brennen, Margaret M. Brennen and Thelma B. Bregenser, to Allegheny Broadcasting Corp., for a total consideration of $575,000 for 1000 shares, or 100% of the no par issued and outstanding capital stock of licensee. (Comr. Durr voting "No.")

Durham Broadcasting Co., Inc., Durham, N. C.—Granted petition to amend application to change frequency from **1580** to **1340 kc.,** and remove from consolidated hearing with application of Harold Thoms, and directed order to WGTM, Wilson, N. C., to show cause why frequency of that station should not be changed from **1340** to **1240 kc.,** and ordered hearing on such order consolidated with hearing on application of Durham Broadcasting Co., as amended.

Nashville Radio Corp., Nashville, Tenn.—Granted motion for leave to amend application for construction permit for new station, so as to specify a composite 250-watt transmitter, manufactured by Transmitter Equipment Manufacturing Co. and a used 168-foot self-supporting Truscon vertical transmitting antenna; application as amended was retained on hearing docket. (Docket No. 6108)

Binghamton Press Co., Inc., Binghamton, N. Y.—Granted petition to amend application for construction permit for new station, so as to specify transmitter site "to be determined"; application as amended retained on hearing docket, and issues numbered 7 and 8 in the Notice of Hearing deleted. (Docket 6656)

KFXD—Frank E. Hurt & Son, Boise, Idaho; Queen City Broadcasting Co., Inc., Boise, Idaho.—Granted petitions of KFXD to take the deposition of its consulting engineer, in the matter of the consolidated hearing on its application for construction permit (Docket 6652) and the applications of Queen City Broadcasting Co., Inc. (Docket 6653) and Frank C. Carman et al., d/b as Idaho Broadcasting Co. (Docket 6654) for construction permits for new stations; granted petition of Queen City Broadcasting Co., Inc., to advance hearing date from December 4 to November 27, 1944.

Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, Marietta, Ga.—Denied motion for thirty-day continuance of consolidated hearing now scheduled for November 17 in the matters of applications of Chattahoochee Broadcasters (Docket 6647) and Marietta Broadcasting Co., Virgil V. Evans, Owner (Docket 6646), for construction permits for new stations at Marietta, Ga.; ordered that the record remain open until December 28, 1944, to permit introduction of depositions of five witnesses in Docket 6647, scheduled to be taken December 8, 1944.

Richard E. O'Dea.—Granted motion for extension of time for filing of proposed findings and conclusions in the matter of application of Arde Bulova and Harry D. Henshel (transferors) and Murray Mester and Meyer Mester (transferees) for transfer of control of Wodaam Corp., licensee of Station WOV, New York City, on or before November 16, 1944. (Docket 6598)

WMC—Memphis Publishing Co., Memphis, Tenn.—Granted *in part* motion for indefinite postponement of hearing now scheduled for November 20 on application for renewal of license of Station WMC, and postponed hearing to December 20, 1944. (Docket 6610)

WKLA—Karl L. and Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—Granted license (B2-L-1840) to cover construction permit authorizing a new station to operate on **1450 kc.,** 250 watts, unlimited time. Also authority to determine operating power by direct measurement of antenna power. (B2-Z-1639)

WJAG—The Norfolk Daily News, Norfolk, Nebr.—Granted license (B4-L-1839) to cover C. P. which authorized change in frequency from **1090** to **780 kc.,** and authority to determine operating power by direct measurement of antenna power (B4-Z-1638). The license is granted subject to the condition that licensee install proper antenna and ground system as soon as materials for such construction are available.

KVOA—Arizona Broadcasting Co., Inc., Tucson, Ariz.—Granted authority to determine operating power by direct measurement of antenna power.

The following applications for new high frequency FM broadcast stations, were placed in the pending files in accordance with Commission policy of Feb. 23, 1944:

Westchester Broadcasting Corp., White Plains, N. Y.; The Fort Industry Co., Toledo, Ohio; Greensboro News Co., Greensboro, N. C.; Hutchinson Publishing Co., Hutchinson, Kans.; Palladium-Times, Inc., Oswego, N. Y.

The following applications for new commercial television broadcast stations were placed in the pending files in accordance with Commission policy adopted February 23, 1944:

Filene's Television, Inc., Boston; Eleanor Patterson, tr/as The Times-Herald, Washington, D. C.

WAXH—Savannah Broadcasting Co., Area of Savannah, Ga.—Granted renewal of relay station license.

KAZA-KAXB—WKY Radiophone Co., Area of Oklahoma City.—Granted renewal of relay station license.

KABH—Radio Station KTBS, Shreveport, La.—Granted renewal of relay station license.

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Ordered that the hearing on the application of WORL for renewal of license for main and auxiliary, scheduled to be held in Washington on November 20, be transferred to New York City, the exact place and hour to be specified.

APPLICATIONS FILED AT FCC

550 Kilocycles

WSVA—Shenandoah Valley Broadcasting Corp., Harrisonburg, Va.—Construction permit to change hours of operation from daytime to unlimited, install a directional antenna for night use and move transmitter.

620 Kilocycles

NEW—Chas. H. Russell, W. B. McCarty, T. E. Wright and C. A. Lacy, a limited partnership, d/b as Rebel Broadcasting Company, Jackson, Miss.—Construction permit for a new standard broadcast station to be operated on **620 kc.**, power of 1 KW night, 5 KW daytime, unlimited hours of operation, employing directional antenna at night.

630 Kilocycles

WTMA—Atlantic Coast Broadcasting Company, Charleston, S. C.—Construction permit to change frequency from **1250 kc.** to **630 kc.** and make changes in directional antenna for night use.

680 Kilocycles

KPO—National Broadcasting Co., Inc., San Francisco, Calif.—Construction permit to install a new vertical antenna.

710 Kilocycles

WFTL—The Fort Industry Co., Miami, Fla.—Authority to determine operating power by direct measurement of antenna power.

940 Kilocycles

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Ga.—Modification of construction permit (B3-P-3507 which authorized move of auxiliary transmitter, increase in power of auxiliary transmitter and use of directional antenna) for extension of completion date from 11-22-44 to 5-22-45.

960 Kilocycles

NEW—The Eastern Shore Broadcasting Company, Preston, Md.—Construction permit for a new standard broadcast station to be operated on **960 kc.**, 250 watts power and daytime hours of operation.

1050 Kilocycles

WPAG—Washtenaw Broadcasting Company, Inc., Ann Arbor, Mich.—Modification of construction permit (B2-P-3595 which authorized a new standard broadcast station) for approval of antenna and transmitter and studio sites.

1060 Kilocycles

KFRE—J. E. Rodman, Fresno, Calif.—Construction permit to change frequency from **1340 kc.** to **1060 kc.**, increase power from 250 watts to 1 KW and install new transmitter.

1240 Kilocycles

NEW—Seneca Broadcasting Corp., Rochester, N. Y.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts and unlimited hours of operation. Amended: for antenna changes and change location of transmitter and studio.

WIBU—Wm. C. Forrest, Poynette, Wisc.—Construction permit to install new antenna and make changes in ground system.

NEW—Eastern Radio Corporation, Reading, Pa.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts and unlimited hours of operation.

NEW—J. W. Birdwell, Nashville, Tenn.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts and unlimited hours of operation. Amended: re change in type of transmitter.

KXOX—Sweetwater Radio, Inc., Sweetwater, Texas.—Acquisition of control of licensee corporation by J. S. and Mittie Agnes McBeath by purchase of 75 shares of common stock (50%) from Wendall Mayes.

1250 Kilocycles

WCAE—WCAE, Inc., Pittsburgh, Pa.—Authority to determine operating power by direct measurement of antenna power.

1340 Kilocycles

WNHC—The Elm City Broadcasting Corp., New Haven, Conn.—Modification of construction permit (B1-P-3655 which authorized a new station) for changes in vertical antenna and changes in transmitting equipment.

NEW—J. E. Rodman, Bakersfield, Calif.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, power of 250 watts and unlimited hours of operation.

1400 Kilocycles

NEW—C. H. Fisher and B. N. Phillips, a co-partnership, d/b as Valley Broadcasting Company, Eugene, Oregon—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, 250 watts power and unlimited hours of operation.

WNAK—Granite District Radio Broadcasting Company, Salt Lake City, Utah—Modification of construction permit (B5-P-2750 which authorized a new station) for changes in transmitting equipment, approval of antenna, change in studio location and approval of transmitter location.

WGRC—North Side Broadcasting Corp., Louisville, Ky.—Authority to determine operating power by direct measurement of antenna power.

NEW—Arkansas Democrat Company, Little Rock, Ark.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts and unlimited hours of operation.

1450 Kilocycles

KORE—Violet G. Hill and Violet G. Hill, administratrix of the estate of Frank L. Hill, deceased, d/b as Eugene Broadcast Station, Eugene, Oregon—Involuntary assignment of license from Frank L. Hill and Violet G. Hill, co-partners, d/b as Eugene Broadcast Station. Amended: to change name of Violet G. Hill to Violet G. Hill Motter.

1490 Kilocycles

WOLF—Civic Broadcasting Corp., Syracuse, N. Y.—Construction permit to install new vertical antenna and make changes in ground system.

NEW—Southside Virginia Broadcasting Corporation, Petersburg, Va.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 100 watts and unlimited hours of operation.

NEW—Western Massachusetts Broadcasting Co., Pittsfield, Mass.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, 100 watts power and unlimited hours of operation. Amended: re change in type of transmitter.

FM APPLICATIONS

NEW—The Times Picayune Publishing Company, New Orleans, La.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45700 kc.** with coverage of 14,000 square miles. Amended: to change coverage to 13,188 square miles.

NEW—Joda Patterson, Ramon G. Patterson and Louise Patterson Pursley, d/b as WAPO Broadcasting Service, Chattanooga, Tenn.—Construction permit for a new experimental high frequency broadcast station to be operated on **43700 kc.**, power of 1 KW and A3-FM emission.

NEW—Scripps-Howard Radio, Inc., Cincinnati, Ohio—Construction permit for a new high frequency (FM) broadcast station to be operated on **47900 kc.** with coverage of 13,700 square miles.

NEW—Southern Minnesota Broadcasting Co., Rochester, Minn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43700 kc.** with coverage of 15,400 square miles.

NEW—Frank T. Nied and Perry H. Stevens, d/b as Nied and Stevens, Warren, Ohio—Construction permit for a new high frequency (FM) broadcast station to be operated on **49100 kc.** with coverage of 262 square miles.

NEW—Wyandotte News Company, Wyandotte, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46100 kc.** with coverage of 775 square miles.

NEW—Greensboro Broadcasting Co., Inc., Greensboro, N. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44500 kc.,** with coverage of 11,130 square miles.

NEW—Radio Station WMFR, Inc., High Point, N. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45100 kc.,** with coverage of 5,030 square miles.

TELEVISION APPLICATIONS

NEW—The Associated Broadcasters, Inc., San Francisco, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 **(96000-102000 kc).** AMENDED to change frequency to Channel #4 **(78000-84000 kc.).**

NEW—Johnson Kennedy Radio Corp., Chicago, Ill.—Construction permit for a new commercial television broadcast station to be operated on Channel #7 **(102000-108000 kc.),** ESR 2,150.

NEW—Pennsylvania Broadcasting Co., Philadelphia, Penna.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 **(78000-84000 kc.),** ESR 1,760.

NEW—Scripps-Howard Radio, Inc., Washington, D. C.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 **(50000-56000 kc.),** ESR 1,650.

NEW—Interstate Circuit, Inc., Dallas, Texas.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 **(60000-66000 kc.),** ESR 2,160.

NEW—Radio Sales Corporation, Seattle, Wash.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 **(50000-56000 kc.),** ESR, 4,160.

Federal Trade Commission Docket

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why cease and desist order should not be issued against it.

Ideal Mail Order Co., and Smith & Strickland Trading Co., 207 Thatford Ave., Brooklyn, are charged in a complaint with misrepresentation in connection with the sale of new and second-hand wearing apparel and other products to retailers and direct to purchaser-consumers. (5246)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Minnesota Brewers Association, 641 Hamm Bldg., St. Paul, and its officers and 13 member brewers have entered into stipulations to cease and desist from representing in advertisements, or otherwise, that beer is comparable to or the equivalent of bread in nutritional value. The stipulation entered into by the Association also was signed by its advertising agency, David, Inc., St. Paul, which prepares and disseminated advertisements for the member brewers' products. (3905 to 1918, incl.)

Sodrin Manufacturing Co., 2921 Brooklyn Av., Kansas City, Mo., stipulated that he will cease and desist from certain misrepresentations in connection with the sale of a sealing compound designated "Oxalum" for use in repairing cracks in cylinders, water jackets and valve ports. (3919)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 47, November 24, 1944

PROPOSED IDENTIFICATION RULE REVISED

Following a series of meetings between members of the Federal Communications Commission's legal staff and Philip G. Loucks and Robert T. Bartley, representing NAB, Mr. Bartley released a communication to all broadcasting stations pertaining to the revised draft of a proposed regulation to Section 317 of the Communications Act. The release follows:

Attached hereto is a revised draft of a proposed regulation pursuant to Section 317 of the Communications Act which is the result of extended conferences between members of the Law Department of the Federal Communications Commission and representatives of the broadcasters. The draft departs drastically from the original draft proposed by the Commission which constituted the basis for the conferences.

The draft has been agreed to by the representatives of your Association and by the members of the Law Department of the Commission and the Law Department has agreed to recommend its adoption by the Commission. The public hearing now set for November 27th at the Commission is still scheduled and any broadcaster who desires to present his views in opposition to the proposed rule or any part of it, may be heard by advising the Commission and filing a brief on or before Wednesday, November 22nd.

In response to your Association's request for suggestions, ninety-six letters were received. All of these were carefully read and analyzed and this analysis constituted the basis for the suggestions presented by your Association during the conferences. It should be pointed out that by far the greatest majority of the suggestions were critical of that provision of the original draft under which commercially sponsored programs would be required to carry the announcement of the person or company paying for, furnishing, or sponsoring such broadcasts.

Subsection (e) of the agreed draft, it is felt, meets these objections by requiring that:

> "In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the names of the sponsor's product shall be deemed sufficient for the purposes of this Section and only one such announcement need be made at any time during the course of the program."

A detailed analysis of the proposed regulation is now in the process of preparation and will be sent to all members in the event the rule is adopted in the agreed form. While it was not possible to embody all of the suggestions sent in by members, it is believed that all of the major criticisms have been met in the revised proposal.

Briefly, paragraph (a) of the proposed regulation states the requirements of the statute as it applies to what are commonly understood to be sponsored program and paragraph (e) sets forth the manner in which such programs may be announced. Such programs may be of any length from a ten-word spot announcement to half hour or longer show.

Paragraph (b) is an attempt to meet a very difficult and complex problem. In essence, it requires that all material used in connection with a political broadcast or a broadcast involving the discussion of a controversial public question—where the furnishing of such material is for the purpose of inducing the broadcasting of it—shall be properly identified as to the source of the material. For example, when the National Association of Manufacturers or the C.I.O. furnishes to a station transcribed programs, during the course of which views are presented on controversial questions, the name of the party furnishing the transcription must be made known even though the program is broadcast as a sustaining program. Broad in its application, the regulation aims to prevent political parties or organizations seeking to promote a particular idea or philosophy from cloaking its propaganda with the prestige of the particular station making the broadcast, and from leading the public to believe that such idea or philosophy is that of the station rather than that of the particular party or organization furnishing the program material.

Paragraphs (c), (d) and (e) describe in more detail what is meant by the words "appropriate announcement" in paragraph (a) or "announcement" in paragraph (b), and the manner in which certain records shall be kept by the station.

The regulation, of course, will have to be considered and adopted by the Commission before it becomes operative. Application of the rule may reveal the desirability for changes in the language. If so, your Association will not hesitate to seek such changes by proper methods. Likewise, the application of the rule may present many operating problems which could not have been anticipated at the time of drafting. Should such problems arise, your Association will use its best efforts to obtain clarifying interpretations to assist members in meeting the requirements of the law.

The splendid response of members to the request for suggestions is greatly appreciated and you may be assured that all of them were given the most careful consideration. It is our opinion that the draft meets all of the major objections raised by members and in view of the Commission Law Department's agreement to recommend adoption of the regulation in the form herewith submitted, no further appearance will be made in the matter by your Association. However, you should not hesitate to request opportunity to be heard by the Commission on November 27th in the event you disagree with the draft and desire to present your views independently. In proceeding by the conference method of arriving at agreement it was not the intention of your Association to prevent any member holding views not in agreement with those expressed in the proposed regulation from making them officially known to the Commission.

Section ——. *Sponsored Programs, Announcement of:*

(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues, in which any records, transcriptions, talent, scripts, or other

(Continued on page 432)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of Government Relations;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel for Labor Relations.*

PROPOSED IDENTIFICATION RULE REVISED

(Continued from page 431)

material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; provided, however, that only one such announcement need be made either at the beginning or the conclusion of any such program of five minutes' duration or less.

(c) The announcement required by this Section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or service referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or service referred to in subsection (b) hereof are furnished, by a committee, association or other unincorporated group, the announcement required by this Section shall disclose the name of such committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the Board of Directors of the committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this Section and only one such announcement need be made at any time during the course of the program.

PORTER NOMINATION APPLAUDED

Word of the nomination of Paul A. Porter to the Federal Communications Commission reached Chicago during the Board meeting. There was an unanimous expression of approval from the individual members of the Board. President Ryan immediately extended congratulations to Mr. Porter and expressed pleasure at his nomination. He further pledged active and constructive cooperation with Mr. Porter on the Commission. The Porter nomination is now before the Senate and hearings are expected to be held shortly and every indication is that there will be an early confirmation.

THIRD REGIONAL RADIO CONFERENCE GOOD PROGRAMMING CLINIC

With an out-of-town registration exceeding three hundred, embracing station, network, agency and organization representatives from a score of states, the Third Regional Radio Conference at Columbia, Missouri, November 17-19, according to observers, provided a challenging forum for the discussion of radio programming topics.

A panel-type conference throughout, subjects ranged from a demonstration of radio's influence in city-planning to an agency-station forum for the discussion of advertiser-broadcaster relations. Lewis H. Avery, NAB Director of the Department of Broadcast Advertising, gave an appraisal of commercial radio preceding the deliberations of the latter panel.

Broadcasters were prominent as chairmen and participants in discussions of management problems, religious broadcasting, children's programs, daytime serials, women's programs, audience measurement, station promotion and publicity and program evaluation.

Technical developments were covered in sessions on FM, magnetic and film type recorders and a two hour night meeting on television whose adjournment found the audience reluctant to disperse.

Dorothy Lewis, with the Conference one of her principal stops on a sixty-day tour of west coast and southwest cities as NAB Coordinator of Listener Activity, participated in a panel discussion of radio councils, served as a source authority and conferred with school authorities on the training of students for the role of women directors and refresher courses for women broadcasters, a project of the NAB Association of Women Directors.

Willard D. Egolf, NAB Director of Public Relations and member of the Conference Committee, was chairman of the Annual Banquet, introducing FCC Commissioner Paul Atlee Walker who spoke on the subject, "The Government and Post-War Radio." Later during the "Southwest Forum," a broadcast originating from Columbia for a network of nine southwestern stations, Walker and Egolf joined station, network, educator and organization representatives for a discussion of "The Obligation of Radio to the American Public," in which the banquet hall audience participated.

This year's Conference attracted nearly twice the out-of-town registration as last year's and was attended by an equal number of Stephens College students, whose Director of Audio and Visual Aids, Sherman Lawton, organized the meeting. Lawton and his associates were praised by industry officials for the selection of topics, speakers and panel members and facilities provided for the successful meeting, hailed as a valuable clinical adjunct to the NAB annual membership meeting.

OFFICIAL NOTICE 1945 DUES SCHEDULE

In compliance with the provisions of the By-Laws requiring 30 days' notice of the determination of the dues applicable to the various classifications, this is official notice that the Board of Directors, at its meeting in Chicago on November 15, determined the dues schedule for 1945 as follows:

Class	Range of Income		Monthly Dues
A	$ 0	$ 15,000	$ 5.00
B	15,001	36,000	10.00
C	36,001	60,000	15.00
D	60,001	80,000	20.00
E	80,001	120,000	30.00
F	120,001	160,000	40.00
G	160,001	200,000	50.00
H	200,001	300,000	75.00
I	300,001	400,000	100.00

Class	Range of Income		Monthly Dues
J	$400,001	$500,000	$125.00
K	500,001	600,000	150.00
L	600,001	700,000	175.00
M	700,001	800,000	200.00
N	800,001	900,000	225.00
O	900,001	1,000,000	250.00
P	1,000,001	2,000,000	400.00
Q	2,000,001	4,000,000	500.00
R	4,000,001	6,000,000	750.00
S	6,000,001	8,000,000	1,000.00
T	8,000,001	10,000,000	1,250.00
U	10,000,001	12,000,000	1,500.00
V	12,000,001	16,000,000	2,000.00
W	16,000,001	20,000,000	2,500.00
X	Over 20,000,000	....	3,000.00

100 PER CENT COOPERATION

The following letter from Winthrop W. Aldrich, President of the National War Fund, to Harold Ryan, NAB President, constitutes a splendid tribute to the radio broadcasting industry:

"On behalf of the 1944 campaign for the National War Fund, I want you to know how much we appreciate the active supoprt that you and your associates gave the Fund.

"Mr. Butcher, our Radio Director, tells me that not one station out of the nine hundred failed to cooperate wholeheartedly in bringing our message to the American people. The Radio Industry, indeed, may be proud of its record again this year.

"Will you please convey our deep gratitude to the Industry."

First Global Shows Ready for Use
Army Presses for More Production

In addition to the "Let's Go to Town" programs which are scheduled for production in accordance with November 10, 1944, NAB Reports, are the following:

TO BE CUT IN NOVEMBER—New Bedford, Mass.

TO BE CUT IN DECEMBER—Atlantic City
Evansville
Kansas City, Mo.
Louisville
Savannah

TO BE CUT IN JANUARY —Trenton

Shows Delivered or En Route

According to long distance advice from Los Angeles, at 3:15 p. m., Wednesday, Nov. 22, the first two Task Force Commanders listed below have delivered finished jobs; while the second three have their finished job en route.

Robert Stoddard, KOH, Reno
Ken Craig, KQW, San Francisco
Charles Crutchfield, WBT, Charlotte
Irvin G. Abeloff, WRVA, Richmond
Vernon Nolte, WMBD, Peoria

Scripts Cleared for Cutting

Twenty-three scripts from the following city-areas have been cleared:

DISTRICT II

Kolin Hager, WGY, Director

Program Area	*Task Force Commander*
Buffalo (Pgm. A)	C. Robert Thompson, WBEN
Rochester	Gunnar Wiig, WHEC
Schenectady	Earl Pudney, WGY

DISTRICT III

Roy F. Thompson, WFBG, Director

Philadelphia	Leon Levy, WCAU
Pittsburgh	Joseph Baudino, KDKA
Pittsburgh	Frank R. Smith, Jr., WWSW

DISTRICT IV

Campbell Arnoux, WTAR, Director

Asheville	Don S. Elias, WWNC
Winston-Salem	Harold Essex, WSJS
Norfolk, Newport News, Portsmouth	Henry C. Whitehead, WTAR
Roanoke	James H. Moore, WSLS

DISTRICT V

John C. Bell, WBRC, Director

Miami	F. W. Borton, WQAM
Tampa	W. Walter Tison, WFLA

DISTRICT VI

Hoyt B. Wooten, WREC, Director

Jackson	Wiley P. Harris, WJDX
New Orleans	W. H. Summerville, WWL

DISTRICT VIII

John E. Fetzer, WKZO, Director

Detroit	Leo Fitzpatrick, WJR

DISTRICT IX

Leslie C. Johnson, WHBF, Director

Rock Island, Moline, Davenport	Les Johnson, WHBF
Springfield	L. G. Pefferle, WCBS
Green Bay	Rev. James A. Wagner, WTAQ
LaCrosse, Winona	Howard Dahl, WKBH

DISTRICT XIV

Hugh B. Terry, KLZ, Director

Denver	Robert B. Hudson, Rocky Mountain Radio Council
Boise, Nampa	Walter E. Wagstaff, KIDO
Salt Lake City, Ogden	Ralph W. Hardy, KSL

DISTRICT XVI

William B. Ryan, KFI, Director

Los Angeles	Don McNamara, KFI

LOST SCRIPTS FOUND IN PENTAGON

In a recent bulletin to Task Force Commanders it was stated that copies of Reno and Richmond scripts were en route. These scripts, lost for many days, were discovered in the Pentagon on Wednesday, Nov. 22.

As soon as they can be pried out, they will be mailed.

NAB WELCOMES NEW WASHINGTONIANS

Welcoming officials who have recently become associated with government branches involved in radio and Washington radio stations, NAB tendered a luncheon at the Statler Hotel on Wednesday, the 22nd. The invited guests of honor were Neil Dalton, new head of the Domestic Branch of OWI; Merle S. Jones, newly arrived manager of WOL; John Patrick Smith, who recently assumed the management of WINX; Ed Yocum, former NAB Director and now a member of the CBS Washington Staff; and George Healy, retiring head of OWI's Domestic Branch.

In addition, Charter Heslep, who moved from the office of Censorship to the News Department of Mutual in Washington; and Bob Richards, also from Censorship and now with Broadcasting Magazine, were invited. In addition to the NAB staff and the guests above named, the following were present: Elmer Davis, John E. Fetzer, Earl Gammons, Andy Older, Frank M. Russell, Carleton Smith, Sol Taishoff and Col. Ed Kirby.

WRVA'S ABELOFF AND HOWARD HONORED

Citations for meritorious service in the war effort were received by two staff members of WRVA last week.

At regular retreat ceremonies at Camp Lee, Virginia, Nov. 16, the Certificate of Commendation was awarded Irvin G. Abeloff, program service manager of WRVA, and chairman of the camp liaison committee of the Richmond Chamber of Commerce Armed Services Committee, by Brigadier General George A. Horkan, camp commander.

Mr. Abeloff was commended for: "His faithful service to the residents of Virginia in bringing to them the highest type of local radio programs," etc.

Barron Howard, business manager of WRVA, received a citation for Meritorious Service for his outstanding contribution to the 1944 National War Fund campaign, on November 17, from Winthrop W. Eldrich, president of the National War Fund Campaign. Mr. Howard was 1944 State Radio Director of the Virginia War Fund.

THANKSGIVING TO CHRISTMAS BIBLE READINGS

A series of announcements and a script for use during the Thanksgiving-Christmas period have been mailed all stations by the American Bible Society. Among the membership of the National Sponsoring Committee are:

Joseph E. Davies, Gil Dodds, John Foster Dulles, Harvey S. Firestone, Jr., William Green, Herbert Hoover, Admiral Ernest J. King, James L. Kraft, R. G. Le Tourneau, Charles E. Wilson and John G. Winant.

931 STANDARD BROADCAST STATIONS

During the month of October the FCC granted two new construction permits and licensed two stations to operate. A comparative table of the number of standard broadcast stations by months follows:

	1943		1944										
	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1
Operating	911	910	910	910	909	909	909	910	912	913	912	914	916
Construction	2	2	2	4	8	9	11	13	12	13	16	15	15
	913	912	912	914	917	918	920	923	924	926	928	929	931

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, November 27. They are subject to change.

Monday, November 27

Oral Argument Before the Commission en Banc

In the Matter of: Promulgation of Rules and Regulations Under Section 317 of the Communications Act.

Consolidated Hearing

NEW—Beauford H. Jester, et al., Waco, Texas—C. P., **1230 kc.,** 250 watts, unlimited.

KDNT—Harwell V. Shepard, Denton, Texas—C. P., **1450 kc.,** 250 watts, unlimited.

NEW—Truett Kimzey, Greenville, Texas—C. P., **1400 kc.,** 250 watts, unlimited.

WACO—Frontier Broadcasting Co., Inc., Waco, Texas—C. P., **1230 kc.,** 250 watts, unlimited.

KFXD—Frank E. Hurt and Son, Boise, Idaho—C. P., **580 kc.,** 1 KW., unlimited—DA.

NEW—Queen City Broadcasting Co., Inc., Boise, Idaho—C. P., **600 kc.,** 1 KW., unlimited—DA-N.

NEW—Frank C. Carman, David G. Smith, Jack L. Powers & Grant R. Wrathall, d/b as Idaho Broadcasting Co., Boise, Idaho—C. P., **1340 kc.,** 250 watts, unlimited.

Wednesday, November 29

NEW—Harold H. Thoms, Durham, N. C.—C. P., **1580 kc.,** 1 KW., unlimited.

Oral Argument Before the Commission

REPORT No. B-207:

WOI—Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa—Special service authorization, **640 kc.,** 5 KW., 6 a. m. to local sunrise.

Thursday, November 30

KPLC—Calcasieu Broadcasting Co. (T. B. Lanford, R. M. Dean and L. M. Sepaugh), Lake Charles, La.—C. P., to change frequency, increase power, install new transmitter, and make changes in antenna; **1470 kc.,** 1 KW., unlimited.

Friday, December 1

WTAD—Illinois Broadcasting Corp. (Assignor), Lee Broadcasting, Inc. (Assignee), Quincy, Illinois—Voluntary assignment of license of WTAD; **930 kc.,** 1 KW., unlimited.

Further Consolidated Hearing

NEW—Birney Imes, Jr., Meridian, Miss.—C. P., **1240 kc.,** 250 watts, unlimited.

NEW—Mississippi Broadcasting Co., Inc., Macon, Miss.—C. P., **1240 kc.,** 250 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

F. R. Pidcock, Sr., and James M. Wilder, d/b as Georgia Broadcasting Co., Savannah, Ga.—Granted petition insofar as it requested leave to amend application for construction permit so as to specify the frequency **1230 kc.** (instead of **1400 kc.,** as originally requested); denied petition insofar as it requested removal of application from hearing docket and to grant without hearing. (Docket 6639)

WSVA—Charles P. Blackley (transferor), Frederick L. Allman (transferee), Shenandoah Valley Broadcasting Corp. (Licensee), Harrisonburg, Va.—Granted consent to acquisition of control of Shenandoah Valley Broadcasting Corp., licensee of Station WSVA, by transfer of 16.66%, or 50 shares, of outstanding common capital stock of licensee from Charles P. Blackley to Frederick L. Allman, for a consideration of $7,000. (B2-TC-408)

Herald Publishing Co. of Klamath Falls, Ore.—Granted application for construction permit for new standard broadcast station to operate on **1450 kc.,** 250 watts, unlimited time, subject to January 26, 1944, policy; Commissioners Walker and Durr, dissenting. (B5-P-3684)

National Broadcasting Co., Inc., area of San Francisco—Granted construction permit for new relay broadcast station. (B5-PRY-298)

WOL—Cowles Broadcasting Co., Washington, D. C.—Granted renewal of license for main and auxiliary transmitters for the regular period.

WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Granted renewal of license for the regular period.

Calumet Broadcasting Corp., Hammond, Ind.—Granted petition in part for leave to amend application for new station; denied petition insofar as it requests grant of application and designated application for further hearing.

WWDC—Capital Broadcasting Co., Washington, D. C.—Granted renewal of license for main transmitter and synchronous amplifier for the period ending Oct. 1, 1945.

WWDC—Capital Broadcasting Co., Washington, D. C.—Granted authority for the period ending Oct. 1, 1945, for waiver of Sections 2.53 and 13.61 of the Commission's rules, so as to permit operation of the synchronous amplifier of station WWDC by remote control from the main transmitter location, upon the same terms and conditions as the existing authorization for such operation.

WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Granted petition (Comrs. Durr and Walker dissenting) to reconsider and grant application (B4-AL-440) for assignment of license from Illinois Broadcasting Corp. to Lee Broadcasting, Inc.

DESIGNATED FOR HEARING

Bruff, W. Olin, Jr., G. Decker French and Howard P. Eckerman, a partnership, d/b as Moline Broadcasting Co., Moline, Ill. —Designated for hearing application for construction permit for new standard broadcast station to operate on **1230 kc.,** 250 watts, unlimited time. (B4-P-3678)

LICENSE RENEWALS

KIIH—KFAB Broadcasting Co., area of Lincoln, Neb.—Granted renewal of relay station license for period ending May 1, 1945. (B4-RRY-22)

KGBK—KVGB, Inc., area of Great Bend, Kans.—Granted renewal of relay station license for period ending August 1, 1945. (B4-RRY-240)

KAAD—Tarrant Broadcasting Co., area of Fort Worth, Texas—Granted renewal of relay station license for period ending November 1, 1945. (B3-RRY-65)

WBGL—Head of the Lakes Broadcasting Co., area of Duluth, Minn.—Granted renewal of relay station license for period ending November 1, 1945. (B4-RRY-150)

WAFK—A. Frank Katzentine, area of Miami Beach, Fla.—Granted renewal of relay station license for period ending November 1, 1945. (B3-RRY-242)

Granted renewal of following relay station licenses for the period ending not later than November 1, 1947:

WAAJ, The Fort Industry Co.; WAXE, Havens & Martin, Inc.; KDAC, KARM, The George Harm Station; WBNT, WJLF, WGBD, WBNS, Inc.

WMWA—WOKO, Inc., area of Albany, N. Y.—Granted further extension of license, upon a temporary basis only, pending determination upon application for renewal of license, in no event later than February 1, 1945. (B1-SRE-381)

Granted further extension of license, upon a temporary basis only, pending determination upon application for renewal of license, of following relay broadcast stations, in no event later than February 1, 1945:

KBSF, KEKV, KFJU, KETV, KRSA, KSFQ, The Associated Broadcasters, Inc.; KFAA, A. H. Belo Corp.; KNED, Carter Publications, Inc.; WADA, Charleston Broadcasting Co.; WAAU, WCBE, WCBG, Columbia Broadcasting System, Inc.; WAUT, Evansville on the Air, Inc.; KIEL, Fisher's Blend Station, Inc.; WQER, Georgia School of Technology; KAXY, KEJR, KGKO Broadcasting Co.; WAXJ, Lamar Life Insurance Co.; KABF, McClatchy Broadcasting Co.; WABG, Memphis Publishing Co.; WAOE, Martin R. O'Brien; WBGM, Westinghouse Radio Stations, Inc.; KBTA, KBTB, Red River Broadcasting Co., Inc.; KTNK, WOAX, Inc.; WSMA, WSMC, WSMB, Inc.

Granted extension of following relay broadcast station licenses, upon a temporary basis only, pending receipt and/or determination upon applications for renewal of licenses, in no event later than February 1, 1945:

WATB, Indianapolis Broadcasting, Inc.; KBQB, Edwin A. Kraft; WCBJ, Lehigh Valley Broadcasting Co.; WBAC, New Jersey Broadcasting Corp.; WAID, WAUQ, WGBE, WGBH, Onondaga Radio Broadcasting Corp.; WAIN, WEKH, Peoria Broadcasting Co.; WEOY, John M. Rivers; WAAR, Rockford Broadcasters, Inc.; KTSR, Tri-State Broadcasting Co., Inc.; WEND, WHPA, WHP, Inc.

The following stations were granted renewal of licenses for the period ending November 1, 1945:

KGVO, Missoula, Mont.; KSCJ and auxiliary, Sioux City, Iowa; KSRO, Santa Rosa, Calif., and WDSU auxiliary only, New Orleans; KFBB, Great Falls, Mont.; WRR and auxiliary, Dallas Texas.

Licenses for the following stations were renewed for the period ending November 1, 1947:

KGIR, Butte, Mont.; KIDO, Boise, Idaho; KILO, Grand Forks, N. Dak.; WAKR, Akron, Ohio; WBNX, New York City; WHK, Cleveland, Ohio; WPAB, Ponce, P. R.; WQBC, Vicksburg, Miss.; WSYB, Rutland, Vt.; KARM, Fresno, Calif.; KBWD, Brownwood, Texas; KDFN, Casper, Wyo.; KGCX, Sidney, Mont.; KMED, Medford, Ore.; KSLM, Salem, Ore.; WALA, Mobile, Ala.; WBCM, Bay City, Mich.; WBNS and auxiliary, Columbus, Ohio; WEGO, Nr. Concord, N. C.; WMBG and auxiliary, Richmond, Va.; WSFA, Montgomery, Ala.; WWRL, Woodside, Long Island, N. Y.

The following licenses were further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending no later than February 1, 1945:

KDAL, Duluth, Minn.; KSWO, Lawton, Okla.; KVOA, Tucson, Ariz.; WAAF, Chicago; WCAX, Burlington, Vt.; WCLE, Cleveland; WCOP, Boston; WDEL, Wilmington, Del.; WIBG, Glenside, Pa.; WILM, Wilmington, Del.; WMRO, Aurora, Ill.; WMT, Cedar Rapids, Iowa; WOV and auxiliary, New York, N. Y.; WOWO, Ft. Wayne, Ind.; WNEW, main and auxiliary, New York City; WPEN, main and auxiliary, Philadelphia; WPRA, Mayaguez, P. R.

WAYS—Inter-City Advertising Co., Charlotte, N. C.—Granted renewal of license for the period ending May 1, 1946.

MISCELLANEOUS

Placed in pending files, in accordance with Commission policy adopted February 23, 1943, the following applications for construction permits for new high frequency FM broadcast stations:

The Evening News Publishing Co., Newark, N. J. (B1-PH-358); Greensboro Broadcasting Co., Inc., Greensboro, N. C. (B3-PH-360); The Valley Broadcasting Co., Steubenville, Ohio (B2-PH-357); Radio Station WMFR, Inc., High Point, N. C. (B3-PH-359).

Placed in pending files, in accordance with Commission policy adopted February 23, 1943, the following applications for construction permits for new commercial television broadcast stations:

WJAC, Inc., Johnstown, Pa. (B2-PCT-93); Interstate Circuit, Inc., Dallas, Texas (B3-PCT-94); Radio Sales Corp., Seattle, Wash. (B5-PCT-95).

WFBM, Inc., Indianapolis, Ind.—Retained in pending file application for construction permit for new high frequency FM broadcast station (B4-PH-252).

WABI—Community Broadcasting Service, Bangor, Maine.—Granted modification of construction permit as modified, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use, for extention of completion date from November 21 to December 21, 1944. (Action taken November 18) (B1-MP-1782)

Harold H. Thoms, Durham, N. C.—Denied petition for reconsideration and grant of his application for a new station to operate on **1580 kc.** with 250 watts, unlimited time.

APPLICATIONS FILED AT FCC

730 Kilocycles

NEW—Western Carolina Radio Corp., Shelby, N. C.—Construction permit for a new standard broadcast station to be operated on **730 kc.,** power of 250 watts, and daytime hours of operation.

910 Kilocycles

WABI—Community Broadcasting Service, Bangor, Maine—Modification of construction permit (B1-P-2349 as modified which authorized change in frequency, increase power, new transmitter and directional antenna for night use) for extension of completion date from 11-21-44 to 12-21-44.

NEW—Valley Broadcasting Association, Inc., McAllen, Texas—Construction permit for a new standard broadcast station to be operated on **910 kc.**, power of 1 KW., unlimited hours of operation and use of directional antenna day and night.

1240 Kilocycles

NEW—Mississippi Broadcasting Co., Inc., Jackson, Miss.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 100 watts, and unlimited hours of operation. AMENDED to change frequency to **1400 kc.**

1340 Kilocycles

NEW—John M. Spottswood, Key West, Fla.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, power of 250 watts, and unlimited hours of operation.

KMYR—F. W. Meyer, Denver, Colo.—Voluntary assignment of license to KMYR Broadcasting Company.

1490 Kilocycles

NEW—Air Capital Broadcasting Co., Inc., Wichita, Kan.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts, and unlimited hours of operation.

FM APPLICATIONS

NEW—Raytheon Manufacturing Co., Waltham, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45500 kc.**, with coverage of 6,530 square miles.

NEW—The Baltimore Radio Show, Inc., Baltimore, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45900 kc.**, with coverage of 5,500 square miles. AMENDED to change coverage to 19,135 square miles, change type of transmitter, move transmitter and changes in antenna.

NEW—Scripps-Howard Radio, Inc., Indianapolis, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46900 kc.**, with coverage of 8,400 square miles.

NEW—KVOX Broadcasting Co., Fargo, N. Dak.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44500 kc.**, with coverage of 5,800 square miles.

NEW—KHJ-FM—Don Lee Broadcasting System, Los Angeles, Calif.—Construction permit to change frequency from **44500 kc.** to **43500 kc.**, specify coverage as 34,000 square miles, move transmitter and install new transmitter and antenna.

MISCELLANEOUS APPLICATIONS

NEW—The Regents of the University of New Mexico, Albuquerque, N. Mex.—Construction permit for a new non-commercial educational broadcast station to be operated on **42100** to **42900 kc.**, power of 250 watts and A3 emission.

NEW—Evansville on the Air, Inc., Glenwood, Ind.—Construction permit for a new developmental broadcast station to be operated on **43300 kc.**, power of 1 KW., and AO-FM special emission.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Frigid Chemical Corp.—A complaint has been issued charging Frigid Chemical Corp., 420 Main St., Stroudsburg, Pa., and its president, Howard Y. Hodge, with misrepresentation of the properties and effectiveness of a so-called "antifreeze" solution designated variously as "Kant Freez," "Frigid" or "Frigid Anti Freez," advertised as being capable of preventing freezing in automobile radiators. (5248)

Langendorf United Bakeries, Inc., 1160 McAllister St., San Francisco, is charged in a complaint with disseminating advertisements which falsely represent that it has been appointed as the official baker for the Dionne quintuplets and that its Holsum brand bread is a part of their daily diet. (5250)

Health Institute, Inc.—A complaint has been issued charging 20th Century Health Institute, Inc., 742 South Hill Street, Los Angeles, and its officers, James G. Reynolds, president, and Anna F. Reynolds, secretary, with misrepresentation in connection with the interstate sale of books and courses of instruction on the subjects of diet and health. They advertise their books and courses in circular letters, newspaper and magazine advertisements and by other means. (5247)

Humania Hair Goods & Specialty Co., 303 Fourth Ave., New York, is charged in a complaint with disseminating false advertisements concerning certain cosmetic preparations and hair dyes he sells in interstate commerce. (5249)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist order last week:

General Foods Corp., 250 Park Ave., New York, and three of its subsidiaries have been ordered to cease and desist from advertising and selling frozen rosefish fillets as "perch." The subsidiary corporations are Frosted Foods Sales Corp., 250 Park Ave., New York, and General Seafoods Corp. and 40-Fathom Fish, Inc., both of Boston. (4627)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

J. S. Hoffman Co., Inc., 179 Franklin St., New York, wholesale distributors of cheese and meat products, has stipulated to cease and desist from certain representations concerning its cheese products. The respondent agrees to cease, in the advertising, branding or labeling of its cheese, use of the coat of arms or other national emblem of Switzerland or any other country, or any simulation thereof, as a trade-mark, commercial label, advertisement or insignia for any commercial purpose, and from designating as "White Cross Cured Swiss" any cheese not actually made or cured in Switzerland, or using the term "White Cross" or other term or symbol indicative of Switzerland or its national emblem so as to engender the belief that a Swiss cheese made in America by American curing methods is an imported commodity procured and cured in Switzerland or that it has the properties and qualities of Swiss-cured Swiss cheese. (3920)

Hollywood Fashions and Leon Brothers, 846 South Broadway, Los Angeles, entered into a stipulation to cease and desist from misrepresenting the fiber content of women's coats they sell in interstate commerce. (3926)

Kerk Guild, Inc., Whitesboro, New York, manufacturing and distributing storage boxes, wardrobe chests and cabinets, has stipulated to cease representing that any product not in fact composed wholly of cedar material is made of genuine cedarboard or cedar; from use of terms such as "Cedar," "Genuine Cedar Board" "Cedar-Kraft," "Genuine Red Cedar Closet Boxes" or like expressions as descriptive of its products, the sides, tops and bottoms of which are of any material not full-cedar. If the material is composed in substantial part of cedar and in part of other components, and the word "Cedar" is used to describe the cedar content only, then the company agrees that whenever the word "Cedar" appears it shall be immediately accompanied by words in type of equal size and prominence clearly indicating that the material does not consist wholly of cedar. (3924)

National Beauty Supply Co., 140 West 125th Street, New York, selling and distributing wigs, hair goods, and cosmetic preparations, has stipulated to cease representing that the business conducted by her is the world's largest or the largest all-colored or all-Negro hair goods company, that the hair pieces or creations sold by her are composed of the very best quality of human hair available or that the product heretofore offered for sale by her as Esther's Miracle Vio-Sun-Ray Growth Promotor promotes or aids in promoting growth of hair by stimulation of the scalp, or helps greatly or in any degree to stop falling or breaking hair, contains food values for the scalp or includes vitamin A; that it causes hair to grow six inches within a few months or at all, and from use of the term "Vio-Sun-Ray" and "Growth Promotor" as part of the trade designation or any like expressions tending to convey the belief that growth of hair will be promoted by it. (3923)

Normax Products, Inc., 12213 Euclid Ave., Cleveland, Ohio, has entered into a stipulation to discontinue misrepresenting the therapeutic properties of a medicinal preparation called "Normadex." (3929)

Penfield Petroleum Products, Inc., 136-30-38th Avenue, Flushing, New York, selling and distributing motor oils, has entered into a stipulation in which it agrees to cease representing by use of the phrases "100% Penna," "100% Pennsylvania Motor Oil," or other representation of like meaning that its motor oil consists wholly of Pennsylvania motor oil, until all oils sold under such representation shall consist wholly of Pennsylvania oil; using the word "Penfield" as part of its corporate or trade name unless all oils sold under such name consist wholly of Pennsylvania oil, and using the seal of the Pennsylvania Crude Oil Association on containers or in any sales promotional material unless, and until, it shall actually be a member of such Association and authorized by the Association to use the seal. (3922)

P. D. G. Products, Inc., High Point, North Carolina, selling and distributing medicinal preparations designated "Dr. Foster's L-K" and "Kolron" represented as cures for acid indigestion and other organic disturbances, has stipulated to cease representing that Dr. Foster's L-K will have a beneficial effect in the treatment of stomach disorders and certain other ailments, or that it possesses therapeutic properties in excess of those of an irritant cathartic; or that Kolron will cure a cold or have a beneficial effect in the treatment of bronchial irritations. (03239)

Stroehmann Brothers Co., operating bakeries in Williamsport, Altoona, Norristown and Harrisburg, Pa., and Olean, N. Y., stipulated that it will discontinue certain misrepresentations in connection with the interstate sale of bread. (3928)

United Paperboard Company, 285 Madison Avenue, New York, manufacturing and distributing pulpboard, has stipulated to cease and desist from certain misrepresentations of its products. According to the stipulation, a thin cardboard composed of 40% cedar pulp and 60% paper, impregnated with cedar oil and with imitation cedar graining printed thereon to simulate real cedar wood, has been designated and invoiced by it as "Cedarboard" and "Cedar Board," thereby placing in the hands of others the means to misrepresent to purchasers that such material is composed wholly of genuine cedar. (3925)

Vermont Woolen Mills, Inc., 225 West 34th Street, New York, selling and distributing wool batting, has stipulated that it will cease the use of the word "Mills" as part of its corporate or trade name, and also cease representing that it has a mill at Springfield, Vermont. It further agrees to discontinue use of the word "Mills" or "Mill" or other words of similar connotation so as to convey the belief that it actually owns and operates or directly controls the mill or mills in which the products offered for sale by it are made. (3921)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 48, December 1, 1944

RADIO "XXV" PLEDGED TO VICTORY!

Twenty-Fifth Anniversary Observance Announced—Plans Under Way

(As released by the NAB News Bureau)

Washington, D. C., November 28: Radio's twenty-fifth anniversary year was pledged to victory today by J. Harold Ryan, president of the National Association of Broadcasters.

Calling on all stations and networks to observe the progress and achievements of the first quarter century of broadcasting in America, Ryan announced plans for dedicating 1945 anniversary activities to the winning of the war.

The twenty-fifth anniversary symbol is "XXV," which has been designed with a dominant "V for Victory." A musical signature is in process of preparation which will combine the now famous musical "V" with the "XX", both taken from the Continental code.

Plans for extensive coordination of station and network facilities beginning on New Year's Day include dramatizations on the historical side of radio, resurrection of early day programs and appearances of veteran performers, all speaking on the theme of Americanism and victory in the present world conflict.

Ryan's statement follows:

> "1945 marks the Twenty-Fifth Anniversary of the American system of broadcasting.
>
> "I therefore urge all stations and networks to observe this anniversary throughout the year in a manner befitting the position of broadcasting in American public life.
>
> "Broadcasting is dedicated to the winning of the war. Let us use the slogan, 'Radio's Twenty-Fifth Anniversary—Pledged to Victory!'"

The first Special 25th Anniversary Bulletin is in preparation and will be mailed next week. Meanwhile stations are urged to point to New Year's Day with their anniversary program ideas, publicity and advertising. Each station, no matter how old, logically may use Radio's Twenty-Fifth Anniversary as an occasion for telling its own story, why, how and when it came to the community it serves. Key printed material, musical signatures and other ideas will be forthcoming promptly. Start working on the body of your material now—PROGRAMS—STATION ADVERTISING—STATION PUBLICITY—PROMOTION. And always remember "XX-V".

NAB Reports
The National Association of Broadcasters
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of Government Relations;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel for Labor Relations.*

SENATE GETS BILL TO CURB PETRILLO

The Senate Committee on Interstate Commerce favorably reported S. 1957, a bill introduced last spring by Senator Arthur Vandenburg (R.-Mich.). The bill amends the Communications Act to provide that it shall be unlawful to interfere with or conspire with others for the purpose of interfering with or stopping the production or transmission, by radio, of any noncommercial educational or cultural program presented by any academically accredited and tax-exempt educational institution. The real purpose of the bill is to prevent the American Federation of Musicians from interfering with the Interlochen broadcast and other amateur musical presentations. The full text of the bill will be found in NAB REPORTS of June 9, page 191.

NAB COMMITTEES NAMED

President Ryan today announced the appointment of the NAB standing committees. Those named to the various committees will serve until the next annual meeting. All of those listed have indicated their acceptance of the appointments. It will be noted that in a few cases additional members are to be added. There still remain one or two standing committees, the personnel of which is to be selected.

Also announced today were the district chairmen for the Engineering, Public Relations, Program Directors and Sales Managers Committees. These district chairmen are appointed by the Directors of the respective Districts. As yet two Districts remain to be heard from.

In announcing these committees, President Ryan said:

"The personnel of these NAB standing committees has been selected after very careful consideration of the many factors involved. We feel that we have been extremely fortunate in prevailing upon these men to accept membership upon these committees. It is through these committees that the major problems of the industry are cleared and policy with respect thereto developed met. We owe a debt of gratitude to those men who have served so faithfully during the past year and we look forward to a year of constructive progress in meeting the situations which face the industry."

The committee lists follow:

CODE COMMITTEE

Chairman—Lee B. Wailes, KYW, Philadelphia, Pa.
Edgar L. Bill, WMBD, Peoria, Ill.
Felix Hinkle, WHBC, Canton, Ohio
William S. Hedges, NBC, New York, N. Y.
Herbert Hollister, KANS, Wichita, Kans.
Richard H. Mason, WPTF, Raleigh, N. C.
Eugene P. O'Fallon, KFEL, Denver, Colo.
William B. Quarton, WMT, Cedar Rapids, Ia.
Jan Schimek, CBS, New York, N. Y.

ENGINEERING EXECUTIVE COMMITTEE

Chairman—Porter Houston, WCBM, Baltimore, Md.
O. B. Hanson, NBC, New York, N. Y.
Karl B. Hoffman, WGR, Buffalo, N. Y.
William B. Lodge, CBS, New York, N. Y.
J. B. Fuqua, WGAC, Augusta, Ga.

INSURANCE COMMITTEE

Chairman—William I. Moore, WBNX, New York, N. Y.
S. R. Dean, CBS, New York, N. Y.
R. J. Teichner, NBC, New York, N. Y.

LABOR EXECUTIVE COMMITTEE

Chairman—Harry LePoidevin, WRJN, Racine, Wis.
W. E. Hutchinson, WAAF, Chicago, Ill.
John H. MacDonald, NBC, New York, N. Y.
Stephen R. Rintoul, WSRR, Stamford, Conn.
Calvin J. Smith, KFAC, Los Angeles, Calif.
Frank K. White, CBS, New York, N. Y.
(One additional member to be added)

LEGISLATIVE COMMITTEE

Chairman—Don S. Elias, WWNC, Asheville, N. C.
Clair R. McCollough, WGAL, Lancaster, Pa.
Joseph H. Ream, CBS, New York, N. Y.
J. Leonard Reinsch, WSB, Atlanta, Ga.
Frank M. Russell, NBC, Washington, D. C.
G. Richard Shafto, WIS, Columbia, S. C.
James D. Shouse, WLW, Cincinnati, Ohio
Harry R. Spence, KXRO, Aberdeen, Wash.
O. L. Taylor, KGNC, Amarillo, Texas

OFFICE FORMS AND PRACTICES COMMITTEE

Chairman—John B. Conley, WOWO, Fort Wayne, Ind.
Gene L. Cagle, KFJZ, Fort Worth, Texas
S. R. Dean, CBS, New York, N. Y.
Harry F. McKeon, NBC, New York, N. Y.
Lloyd C. Thomas, KGFW, Kearney, Neb.
Earl W. Winger, WDOD, Chattanooga, Tenn.
(One additional member to be added)

PROGRAM DIRECTORS EXECUTIVE COMMITTEE

Chairman—Harold Fair, WHO, Des Moines, Ia.
Irvin Abeloof, WRVA, Richmond, Va.
William J. Adams, WHEC, Rochester, N. Y.
Eugene Carr, WJR, Detroit, Mich.
Douglas Coulter, CBS, New York, N. Y.
Robert Evans, WSPD, Toledo, Ohio
Clarence L. Menser, NBC, New York, N. Y.
Ray Shannon, WHAS, Louisville, Ky.
(One additional member to be added)

PUBLIC RELATIONS EXECUTIVE COMMITTEE

Chairman—John F. Patt, WGAR, Cleveland, Ohio
Edgar L. Bill, WMBD, Peoria, Ill.
Michael R. Hanna, WHCU, Ithaca, N. Y.
Leslie W. Joy, KYW, Philadelphia, Pa.
Harry Kopf, NBC, Chicago, Ill.
George Crandall, CBS, New York, N. Y.
Craig Lawrence, WHOM, Jersey City, N. J.
Lewis Allen Weiss, KHJ, Hollywood, Calif.
Karl O. Wyler, KTSM, El Paso, Texas

RADIO NEWS COMMITTEE

Chairman—Karl Koerper, KMBC, Kansas City, Mo.
William Brooks, NBC, New York, N. Y.
H. K. Carpenter, WHK, Cleveland, Ohio
Rex G. Howell, KFXJ, Grand Junction, Col.
L. Spencer Mitchell, WDAE, Tampa, Fla.
E. R. Vadeboncoeur, WSYR, Syracuse, N. Y.
Paul White, CBS, New York, N. Y.

RESEARCH COMMITTEE

Chairman—Roger Clipp, WFIL, Philadelphia, Pa.
George M. Burbach, KSD, St. Louis, Mo.
Martin B. Campbell, WFAA, Dallas, Texas
John K. Churchill, CBS, New York, N. Y.
Edward F. Evans, WJZ, New York, N. Y.
Barry T. Rumple, NBC, New York, N. Y.
Dale L. Taylor, WENY, Elmira, N. Y.
J. C. Tully, WJAC, Johnstown, Pa.

SALES MANAGERS EXECUTIVE COMMITTEE

Chairman—Arthur Hull Hayes, WABC, New York, N. Y.
Samuel H. Bennett, KMBC, Kansas City, Mo.
William Doerr, Jr., WEBR, Buffalo, N. Y.
Walter Johnson, WTIC, Hartford, Conn.
Stanton P. Kettler, WMMN, Fairmont, W. Va.
Ben Laird, WOSH, Oshkosh, Wis.
James V. McConnell, WEAF, New York, N. Y.
John M. Outler, Jr., WSB, Atlanta, Ga.
Frank Webb, KDKA, Pittsburgh, Pa.

SMALL MARKET STATIONS COMMITTEE

Chairman—Robert T. Mason, WMRN, Marion, Ohio
James R. Curtis, KFRO, Longview, Texas
William B. Smullin, KIEM, Eureka, Calif.
Marshall Pengra, KRNR, Roseburg, Ore.
Hugh M. Smith, WAML, Laurel, Miss.
Gerald Wing, KROC, Rochester, Minn.
David Rosenblum, WISR, Butler, Pa.

ENGINEERING COMMITTEE

1944–1945

District 1—Italo Martino, WDRC, Hartford, Connecticut
District 2—Earle Godfrey, WBAB, Atlantic City, New Jersey
District 3—T. C. Kenney, KDKA, Pittsburgh, Pennsylvania
District 4—Philip F. Hedrick, WSJS, Winston-Salem, North Carolina
District 5—J. B. Fuqua, WGAC, Augusta, Georgia
District 6—J. D. Bloom, WWL, New Orleans, Louisiana
District 7—Frank A. Dieringer, WFMJ, Youngstown, Ohio
District 8—Stokes Gresham, Jr., WISH, Indianapolis, Indiana
District 9—Oscar C. Hirsch, WKRO, Cairo, Illinois
District 10—Mark W. Bullock, KFAB, Lincoln, Nebraska
District 11—
District 12—
District 13—William G. Egerton, KTSA, San Antoxio, Texas
District 14—Robert H. Owen, KOA, Denver, Colorado
District 15—George Greaves, KPO, San Francisco, California
District 16—Lester H. Bowman, KNX, Los Angeles, California
District 17—J. D. Kolesar, KMO, Tacoma, Washington

PUBLIC RELATIONS COMMITTEE

1944–1945

District 1—Mildred P. Stanton, WORC, Worcester, Mass.
District 2—Michael R. Hanna, WHCU, Ithaca, New York
District 3—George D. Coleman, WGBI, Scranton, Pa.
District 4—James H. Moore, WSLS, Roanoke, Virginia
District 5—W. Walter Tison, WFLA, Tampa, Florida
District 6—Wiley P. Harris, WJDX, Jackson, Mississippi
District 7—John F. Patt, WGAR, Cleveland, Ohio
District 8—Milton L. Greenebaum, WSAM, Saginaw, Michigan
District 9—Edward E. Lindsay, WSOY, Decatur, Illinois
District 10—Phil Hoffman, KRNT, Des Moines, Iowa
District 11—
District 12—
District 13—Ralph Nimmons, WFAA, Dallas, Texas
District 14—Walter E. Wagstaff, KIDO, Boise, Idaho
District 15—C. L. McCarthy, KQW, San Francisco, California
District 16—Patrick Campbell, KHJ, Hollywood, California
District 17—Wallace Brazeal, KFPY, Spokane, Washington

PROGRAM DIRECTORS COMMITTEE

1944–1945

District 1—Wayne Henry Latham, WSPR, Springfield, Mass.
District 2—Elliott Stewart, WIBX, Utica, New York
District 3—J. C. Tully, WJAC, Johnstown, Pennsylvania
District 4—Irvin G. Abeloff, WRVA, Richmond, Virginia
District 5—Robert L. Fidlar, WIOD, Miami, Florida
District 6—Robert Atherton, WMC, Memphis, Tennessee
District 7—Edgar T. Wolfe, WBNS, Columbus, Ohio
District 8—Eldon Campbell, WOWO, Fort Wayne, Indiana
District 9—Maurice P. Owens, WROK, Rockford, Illinois
District 10—Harold Fair, WHO, Des Moines, Iowa
District 11—
District 12—
District 13—Ed Lally, WBAP, Fort Worth, Texas
District 14—Ralph W. Hardy, KSL, Salt Lake City, Utah
District 15—Robert H. Wesson, KGO, San Francisco, California
District 16—
District 17—Homer Welch, KEX, Portland, Oregon

SALES MANAGERS COMMITTEE

1944–1945

District 1—Kingsley F. Horton, WEEI, Boston, Mass.
District 2—John A. Bacon, WGR, Buffalo, New York
District 3—Thomas B. Price, WWSW, Pittsburgh, Pa.
District 4—Roland Weeks, WCSC, Charleston, S. C.
District 5—Frank Crowther (Red Cross) WMAZ, Macon, Georgia
District 6—F. C. Sowell, Jr., WLAC, Nashville, Tenn.
District 7—E. Y. Flanigan, WSPD, Toledo, Ohio
District 8—Owen F. Uridge, WJR, Detroit, Mich.
District 9—Edwin C. Allen, WIBA, Madison, Wisconsin
District 10—Hale Bondurant, WHO, Des Moines, Iowa
District 11—
District 12—
District 13—C. K. Beaver, WOAI, San Antonio, Texas
District 14—William C. Grove, KFBC, Cheyenne, Wyoming
District 15—Ray Baker, KPO, San Francisco, California
District 16—William J. Beaton, KWKW, Pasadena, California
District 17—Chet Wheeler, KWIL, Albany, Oregon

NLRB RETAINS PRESENT STATUS OF PLATTER TURNERS

The NLRB decided on November 24, 1944, in the NABET Case involving jurisdiction of platter turners at the owned and operated stations of the NBC and Blue Network, Inc., that the collective bargaining history of these companies should determine the issue.

"On the air" playback of records and transcriptions had been done by engineers at all stations of the companies except Chicago where they employed members of the AFM for the work. NABET sought certification of two units, one for NBC and one for Blue, consisting of all technical employees wherever located, including among their work "on the air" playback. The AFM and Local 10 of Chicago agreed that the units were appropriate except insofar as they include "on the air" playback or platter turning and contended that this work should be done by musicians who would be part of the musical unit.

A hearing was held before an NLRB Examiner, in New York City, on September 29 and 30, 1944, and oral argument was heard by the Board in Washington on November 9, 1944. The decision affects the NBC owned and operated stations—WEAF, N. Y. C.; WMAQ, Chicago; WRC, Washington; WTAM, Cleveland; KOA, Denver; KPO, San Francisco; and its Los Angeles studios and various shortwave, television and experimental broadcasting stations. The Blue owned and operated stations include WJZ, N. Y. C.; WENR, Chicago; KGO, San Francisco, and KECA, Los Angeles.

Both companies took a neutral stand as to the scope and composition of the units. The two cases are numbered 2-R-4732 and 2-R-4733 and in its decision the NLRB clearly sets forth the reasons why the platter turners in Chicago remain under the AFM jurisdiction and in all other cities involved remain under the NABET jurisdiction. The Board commented as follows:

"The NABET contends that the two-system wide units of technical employees should include "on the air" playback work in Chicago as well as elsewhere because the turntable is technical equipment and should be operated by a technical employee. The AFM contends that this work pertains to the musical craft "because the records played contain music and a musical background is helpful, and consequently the work should be performed by employees in musicians' units everywhere, as it is in Chicago. There was considerable testimony offered to establish, on the one hand, that the operation of turntables requires a knowledge of music and, on the other hand, that it requires technical skill and training.

"The evidence reveals that the quality of turntable work is equally good in Chicago where it is performed by musicians, as it is in the other stations of the Companies, where it is performed by studio engineers. It also appears from the record that, in radio stations operated by other broadcasting companies, this work is performed by other employees such as announcers, without any noticeable deterioration of quality. Upon the entire record, we are satisfied and find that neither a technical nor a musical skill is essential for this operation.

"In the absence of other compelling circumstances, we are of the opinion that the collective bargaining history is determinative of the issue in this proceeding. The status of turntable operating work has been crystallized by long-standing custom in the Companies. On the one hand, Local 10 has had agreements in Chicago from the very infancy of the radio broadcasting industry which have covered turntable operators and, in the development of broadcasting techniques, the Companies have adjusted their operations in Chicago by placing their turntables in the broadcasting studios where they can be operated most conveniently by employees in musicians' units. On the other hand, studio engineers, employees in technical units, members of the NABET and its predecessor, have performed turntable work outside Chicago for at least 4 years. The location of the turntables in the engineers booth was the inevitable result of this situation. We conclude that the turntable operators outside Chicago should be included in units of technical employees, while those in Chicago should be included in units of musicians."

The Board then determined the collective bargaining units as sought by NABET excluding therefore "on the air" playback work in Chicago, and without ordering an election, certified NABET as the bargaining agent for the established units.

HOUSE SELECT COMMITTEE CLOSES DOORS

The Select Committee of the House appointed to investigate the Federal Communications Commission, on Tuesday (28) determined to discontinue public hearings and go into executive session. As a result of this decision John J. Sirica, General Counsel for the Select Committee, summarily resigned.

The "blowup" took place in the midst of the hearing of testimony with respect to the transfer of WMCA. Representative Richard B. Wigglesworth (R-Mass.), a member of the Committee issued the following statement:

"Mr. Chairman: I desire to record my emphatic opposition to the action of the majority of this Committee in voting to terminate further public hearings and to proceed with this investigation behind closed doors in Executive Session. No justification whatsoever, in my judgment, has been shown for withholding the facts from the Congress and the people. I agree with the recent statement of the Chairman to the effect that a vote to terminate public hearings at this time may well create a national scandal.

"How anyone who has listened to the testimony during the last three days including the statements made in respect to Mr. Noble, Mr. Dempsey, Mr. Koplowitz, Mr. Corcoran and members of the Federal Communications Commission can vote to close these hearings to the public at this time is beyond my comprehension. Fairness itself dictates that these gentlemen be given the opportunity to be heard publicly in these proceedings here and now.

"Ever since the start of this investigation, this Committee and its staff has met with constant obstruction, intimidation, and underhand tactics from those in high places in the attempt to hamstring its work and to suppress the truth.

"There has been and is a wide public interest in this particular case. No one, in my judgment, can read the testimony already a matter of public record without reaching the conclusion that that interest is abundantly justified.

"Everytime the attempt has been made to take this case up tremendous pressure has been brought to bear from Administration and other sources in the attempt to suppress the case entirely or to postpone indefinitely the presentation of the facts to the Congress and to the people.

"Everytime that pressure has proved successful in withholding from the Congress and the people unsavory facts said to involve high Administration officials and advisers both past and present.

"The strength and character of this pressure is in itself the strongest possible prima facie evidence, in my judgment, that there is "something rotten in Denmark" which cannot stand the light of honest investigation.

"The public interest is paramount. It transcends any private interest to be involved. Almost any Congressional investigation can result in or effect private interests or litigation. If these hearings should have such an effect, that effect would be purely incidental to the all-important national objectives of this investigation. If these public hearings are to be called off on this account, almost any public investigation by the Congress can be deliberately thwarted by the same tactics.

"With the present Congress expiring, a vote for executive hearings is a vote to withhold indefinitely, if not permanently, the further facts in this case.

"I will not cast my vote for action which must be interpreted as one more attempt to whitewash and to withhold from the Congress and the people facts to which they are rightfully entitled.

"The national welfare cries for an honest and thorogoing public investigation, letting the chips fall where they may—an investigation in the interest of impartial and efficient regulation—an investigation in the interest of equality of opportunity and freedom of speech over the radio, one of the greatest single factors in the Nation in terms of the preservation or destruction of our American way of life."

Chairman E. K. Jett of the Federal Communications Commission, sent out the following press release with regard to the matter:

In response to inquiries concerning the action of the Select Committee in ordering executive sessions for further hearings on WMCA, the Federal Communications Commission through its chairman, E. K. Jett, today pointed out that it is publicly on record in several instances as asking for a prompt and full investigation of the charges in the WMCA matter.

"The manner of conducting the investigation is of course for the Select Committee to determine and the Commission has no comment concerning this action," he said. "As far as the Commission is concerned, we are ready today as we have been for the two years of the life of the investigation to present all the facts we have concerning the WMCA matter—either in public or executive session as the Select Committee sees fit."

BROADCAST ADVERTISING

SALES MANAGERS EXECUTIVE COMMITTEE SCHEDULES MEETING IN CHICAGO

Arthur Hull Hayes of WABC, Chairman of the NAB Sales Managers Executive Committee, has called a meeting of this group at the Palmer House in Chicago on Tuesday and Wednesday, December 12 and 13. Preliminary registration indicates that the entire membership of the newly appointed Committee will be present.

The Committee will review the presentation and plans for the clinical test of broadcast advertising to be conducted in San Antonio, Texas, by Joske's of Texas, the largest department store in the state. In addition, the group will plan for the participation of sales managers in the forthcoming NAB District Meeting tour.

On Wednesday, December 13, the Committee will meet at luncheon with the Chicago Radio Management Club.

SMALL MARKET STATIONS COMMITTEE SETS DECEMBER 14-15 MEETING

Robert T. Mason of WMRN, Chairman of the NAB Small Market Stations Committee, has called a meeting of this group for the Palmer House in Chicago on Thursday and Friday, December 14 and 15. The newly appointed Committee plans to explore further the possibilities of group selling as outlined in the presentation of the Committee at the NAB Executives War Conference in Chicago last August. In addition, the Committee expects to arrange for the participation of small market station operators in a special session at the NAB District Meetings.

By the time of the Committee meeting, it is hope that the District Chairmen of the Small Market Stations Committee will have been appointed so that this group can plan on an intensification of small market station activities within each of the NAB districts.

"TOPICS OF THE TIMES"

With this issue of the NAB REPORTS we are enclosing a reprint from the September 6, 1944, issue of *The New York Times*. We think you will find the comment on so-called soap operas very interesting.

SPEED PRODUCTION OF GLOBAL SHOWS BUT MORE SPEED WANTED

Broadcasters engaged in the production of "Let's Go to Town" programs for global broadcast to our military personnel have speeded up operations during the past week.

Districts #2 and #12 Are 100%

Two more districts, #2, comprising New York and New Jersey, and #12, comprising Kansas and Oklahoma, are over the top with definite completion dates reported for 100% of programs allocated.

District #2 was 54.5% complete on November 10 (NAB REPORTS, Nov. 10). Last Saturday NAB received the following production dates for the unreported production areas, thus making this district 100%.

New York City	6 pgms.	3-Dec. 3-Jan.
Jamestown	1 pgm.	January
Syracuse	1 pgm.	January
Newark	1 pgm.	December

District #12, 25% on Nov. 10, has set the remaining three programs to make this district 100%. The new shows follow:

Oklahoma City	1 pgm.	December
Topeka	1 pgm.	January
Wichita	1 pgm.	December

Completed Shows Delivered or En Route

Information from Armed Forces Radio Service and from producers indicates that the following Task Force Commanders have delivered completed shows or these shows are en route:

Earl Pudney, WGY, Schenectady area
Don McNamara, KFI, Los Angeles
Dr. Leon Levy, WCAU, Philadelphia
Les Johnson, WHBF, Rock Island-Moline-Davenport
Howard Dahl, WKBH, LaCrosse-Winona
Wiley P. Harris, WJDX, Jackson
James H. Moore, WSLS, Roanoke

Six More Scripts Cleared

Since last week's reports the following scripts have been cleared in Los Angeles:

DISTRICT #1
Waterbury, WBRY, Erwin J. Frey

DISTRICT #2
Troy, WTRY, Woodbury Carter
Jersey City, WHOM, Craig Lawrence

DISTRICT #4
Columbia, WIS, Richard G. Shafto

DISTRICT #5
Birmingham, WSGN, Henry Johnston
Montgomery, WSFA, Howard Pill

Five More Shows Scheduled

The first "Let's Go to Town" program covering the Washington, D. C., area is to be cut Sunday morning, December 3, according to Task Force Commander Fred Shawn, WRC.

Task Force Commander C. P. Hasbrook, WCAX, intends to cut the "Let's Go to Town" program for the Burlington, Vt., area in December.

Task Force Commander Alex Keese, KGNC, sent the Amarillo area script to Los Angeles for clearance on November 28. Will cut in early December. KGNC and KFDA worked together.

The Danville-Lynchburg combination show is to be cut early in December according to word from Task Force Commander James H. Moore, Roanoke.

Robert R. Feagin, WPDQ, writes that the Jacksonville area "Let's Go to Town" program will be cut in December.

RYAN HEADS FUND DRIVE

(As released by the NAB News Bureau)

Washington, D. C., Nov. 30.—J. Harold Ryan, president of the National Association of Broadcasters, has accepted chairmanship of the national radio division in the annual fund-raising drive to combat infantile paralysis, it was announced today.

Appointment came from Basil O'Connor, president of the National Foundation for Infantile Paralysis. Dates for the drive have been set as Jan. 14 to 31, 1945.

In accepting the appointment, Ryan assured O'Connor of the services of the broadcasting industry of America in the fund-raising activities.

WMOH OFF TO FLYING START

In its first three months of operation, WMOH, Hamilton, Ohio, has carried 33 separate remotes and broadcast 26 live talent shows, each separate acts, with many of the shows on daily schedule.

"That," says Don Ioset, executive director, "is how the station naturally became a vital part of the community in such a short time."

Some of the regular remotes include broadcasts, Monday through Friday, direct from Miami University; daily broadcasts from Western College, at Oxford; daily live stock reports direct from the Cincinnati stock yards; daily broadcasts from Hamilton High School; remotes weekly from Mercy Hospital nurses auditorium; weekly broadcasts from the Jayteen Nite Club, Hamilton's popular boys and girls meeting place, for soft drinks and dancing; and Farm Fun Time, a variety show broadcast weekly from a large auditorium.

WMOH also broadcasts all of the home football games of Hamilton High and Hamilton Catholic High. All but two of the football games were sponsored. The local basketball season which gets underway this week will hold local interest for the next three months. The station will carry play-by-play broadcasts of all home games, of both high school teams. All will be sponsored. Industrial league basketball games are now being considered for broadcasting on evenings which would not conflict with the high school games.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, December 4. They are subject to change.

Monday, December 4

WNLC—Thames Broadcasting Corp., New London, Conn.—C. P. to change frequency from **1490 kc.** to **1240 kc.**, 250 watts, unlimited.

Tuesday, December 5

WKBZ—Ashbacker Radio Corporation, Muskegon, Mich.—C. P. to change frequency from **1490 kc.** to **1230 kc.**, 250 watts, unlimited.

Further Hearing

WORL—Broadcasting Service Organization, Inc., Boston, Mass.—Renewal of license (main and auxiliary); **950 kc.**, 1 KW (main), 500 watts (auxiliary), daytime (main), auxiliary purposes only (auxiliary).

Wednesday, December 6

WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Renewal of license; **580 kc.**, 5 KW, unlimited time, DA-night.

Consolidated Hearing

KSFO—The Associated Broadcasters, Inc., San Francisco, Calif.—Renewal of license; **560 kc.**, 1 KW night, 5 KW day, unlimited.

KROW—Educational Broadcasting Corporation, Oakland, Calif.—Renewal of license; **960 kc.**, 1 KW, unlimited.

Thursday, December 7

Consolidated Hearing

Southern Tier Radio Service, Inc., Binghamton, N. Y.—C. P., **1490 kc.**, 250 watts, unlimited.

Binghamton Press Company, Inc., Binghamton, N. Y.—C. P., **1490 kc.**, 250 watts, unlimited.

Joseph H. McGillvra, Agnes I. McGillvra, and Adam J. Young, Jr., d/b as Binghamton Broadcasting Company, Binghamton, N. Y.—C. P., **1450 kc.**, 250 watts, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted modification of construction permit, as modified (which authorized change in frequency, increase in power, and installation of new transmitter and directional antenna for night use) for extension of completion date from December 1 to December 31, 1944. (B5-MP-1777)

KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted license to cover construction permit, as modified, which authorized installation of new transmitter (B4-L-1841); granted authority to determine operating power by direct measurement of antenna power. (B4-Z-1641)

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Ga.—Granted modification of construction permit, which authorized move of auxiliary transmitter to site of main transmitter, increase in power, and use of directional antenna for day and night operation, for extension of completion date from November 22, 1944 to May 22, 1945. (B3-MP-1778)

WNHC—The Elm City Broadcasting Corp., New Haven, Conn.—Granted modification of construction permit, which authorized a new station, for changes in vertical antenna and changes in transmitting equipment; granted conditionally. (B1-MP-1780) (Action taken 11-23)

KLPM—John B. Cooley (assignor), John B. Cooley, Ethel M. Cooley and Carroll W. Baker, d/b as Minot Broadcasting Co. (assignee), Minot, N. Dak.—Granted consent to voluntary assignment of license of Station KLPM from John B. Cooley to John B. Cooley, Ethel H. Cooley and Carroll W. Baker, a newly formed partnership doing business as Minot Broadcasting Company; no monetary consideration involved. (B4-AL-447)

KROS—Peter Matzen (transferor), W. S. Jacobsen (transferee), Clinton Broadcasting Corp. (licensee), Clinton, Iowa.—Granted consent to acquisition of control of Clinton Broadcasting Corp., licensee of Station KROS, by transfer of 55 shares, or approximately 36.2% of outstanding capital stock from Peter Matzen to W. S. Jacobsen, for a consideration of $5,500. (Jacobsen presently owns 33%, thus increasing his stock interest to 69%). (B4-TC-413)

WORD—Spartanburg Advertising Co. (assignor), J. M. Bryan and Smith Davis, co-partners, d/b as Spartanburg Broadcasting Co. (assignees), Spartanburg, S. C.—Granted consent to voluntary assignment of license of Station WORD from Spartanburg Advertising Company to J. M. Bryan and Smith Davis, co-partners tr/as Spartanburg Broadcasting Co., for a consideration of $58,500. (B3-AL-443)

WFEA—Adeline B. Rines (transferor), Harry M. Bitner (transferee), New Hampshire Broadcasting Co. (licensee), Manchester, N. H.—Granted consent to transfer of control of New Hampshire Broadcasting Co., licensee of Station WFEA, from Adeline B. Rines to H. M. Bitner, for a consideration of approximately $150,000 for 1,000 shares, or 100%, of outstanding capital stock of licensee. Commissioners Walker and Durr voted "for a hearing." (B1-TC-414)

KORE—Frank L. Hill and Violet G. Hill, co-partners, doing business as Eugene Broadcast Station (assignors), Violet G. Hill Motter and Violet G. Hill Motter, administratrix of the estate of Frank L. Hill, deceased, d/b as Eugene Broadcast Station (assignee), Eugene, Oregon.—Granted consent to involuntary assignment of license of Station KORE from Frank L. Hill and Violet G. Hill, co-partners, d/b as Eugene Broadcast Station, to Violet G. Hill Motter and Violet G. Hill Motter, Administratrix of the estate of Frank L. Hill, deceased, d/b as Eugene Broadcast Station; no monetary consideration. (B5-AL-446)

KRKO—The Everett Broadcasting Co., Inc., Everett, Wash.—Granted application for construction permit to move transmitter and studio for a distance of 2.1 miles, and install new antenna and ground system; granted subject to procedural conditions of the Commission's January 26 Supplemental Statement of Policy. (B5-P-3697)

KEX—Oregonian Publishing Co. (assignor), Westinghouse Radio Stations, Inc. (assignee), Portland, Ore.—Granted consent to voluntary assignment of license of Station KEX from Oregonian Publishing Co. to Westinghouse Radio Stations, Inc., for a consideration of $400,000. Commissioners Durr and Walker voted "for a hearing." (B5-AL-438)

WGL—Westinghouse Radio Stations, Inc. (assignor), Farnsworth Television & Radio Corp. (assignee), Fort Wayne, Ind.—Granted consent to voluntary assignment of license of Station WGL from Westinghouse Radio Stations, Inc., to Farnsworth Television and Radio Corp. for a consideration of $235,000. (B4-AL-437)

KYA—Palo Alto Radio Station, Inc., San Francisco, Calif.—Granted extension of special service authorization to permit broadcasting, as a public service and without charge, of information to longshoremen, for the period October 1, 1944 and ending November 1, 1945. (B5-SSA-114)

WCAP—Georgia A. Burley (transferor), Charms Co. (transfee), Radio Industries Broadcast Co. (licensee), Asbury Park, N. J.—Granted consent to voluntary transfer of control of Radio Industries Broadcast Co., licensee of Station WCAP, from Georgia A. Burley, by transfer of 21 shares, or 55.3% of issued and outstanding capital stock to Charms Company for $6,075; granted subject to whatever determination the Commission might make on pending applications for renewal of license and for modification of license. (B1-TC-402)

Macon Broadcasting Co., Macon, Ga.—Granted application for construction permit for a new standard broadcast station to operate on **1400 kc.,** 250 watts, unlimited time, in accordance with January 26, 1944, Statement of Policy; granted subject to the condition that applicant sever all connections with Station WBML. (B3-P-3688)

WSAY—Brown Radio Service and Laboratory (Gordon P. Brown, owner), Rochester, N. Y.—Granted 30 day extension of time to complete construction under permit to change frequency, increase power, etc., B1-P-2924. (B1-MP-1783)

DESIGNATED FOR HEARING

WHEB—WHEB, Inc., Portsmouth, N. H.—Designated for hearing application for construction permit to increase hours of operation from limited to WSB, to unlimited time and install directional antenna for night use. (B1-P-3604) Denied request for special service authorization to operate from 7 a. m. EST to Local Sunrise during the months of November and December 1944 and January and February 1945. (B1-SSA-117)

Charles A. Sprague, Glenn R. Thayer and Eleanor M. Behrman, d/b as WMIL Broadcasting Co., Milwaukee, Wis.—Designated for hearing application for construction permit for a new standard broadcast station to operate on **940 kc.,** 250 watts, daytime only. (B4-P-3660)

Glens Falls Broadcasting Corp., Glens Falls, N. Y.—Designated for hearing application for construction permit for a new standard broadcast station to operate on **1230 kc.,** 250 watts, unlimited time. (B1-P-3683)

WREN—The WREN Broadcasting Co., Lawrence, Kansas.—Designated for hearing application for construction permit to move transmitter and studio from Lawrence to Topeka, Kans., a distance of 23 miles, to increase nighttime power from 1 to 5 KW, and to install a directional antenna for both daytime and nighttime use. (B4-P-3625)

WSOO—Hiawathaland Broadcasting Co., Saulte Ste. Marie, Mich.—Designated for further hearing aplication for renewal of license of Station WSOO. (Docket No. 6208)

LICENSE RENEWALS

Granted renewal of following station licenses for the period ending not later than November 1, 1947:

KCMO, Kansas City, Mo.; KDTH, Dubuque, Iowa; KERN, Bakersfield, Calif.; KFJM, Grand Forks, N. D.; KGER, Long Beach, Calif.; KGNO, Dodge City, Kans.; KIEM, Eureka, Calif.; KINY, Juneau, Alaska; KTBS and auxiliary, Shreveport, La.; KUJ, Walla Walla, Wash.; KWKW, Pasadena, Calif.; WAWZ, Zarepath, N. J.; WBIG, Greensboro, N. C.; WBRY, Waterbury, Conn.; WHIS, Bluefield, W. Va.; WKBH, LaCrosse, Wisc.; WSAN, Allentown, Pa.; WTJS, Jackson, Tenn.; KBYN and auxiliary, Brooklyn, N. Y.; WROK, Rockford, Ill.; WWSR, St. Albans, Vt.

KYA—Palo Alto Radio Station, Inc., San Francisco, Calif.—Granted renewal of license for the period ending not later than November 1, 1945. (B5-R-44)

WCAE—WCAE, Inc., Pittsburgh, Pa.—Granted renewal of license for main and auxiliary transmitter for the period ending not later than May 1, 1947. (B2-R-368)

Granted extension of following station licenses, upon a temporary basis only, pending determination upon application for renewal of license, in no event later than February 1, 1945:

KCRC, Enid, Okla.; KSO, Des Moines, Iowa; KTYW, Yakima, Wash.; WHBC, Canton, Ohio; WTSP, St. Petersburg, Fla.; KELA, between Centralian and Chehalis, Wash.; KFRO, Longview, Texas; KGNC, Amarillo, Texas; KLO, Ogden, Utah; KLPM, Minot, N. D.; KPRO, Riverside, Calif.; KQV, Pittsburgh, Pa.; KTSM, El Paso, Tex.; KTUL, Tulsa, Okla.; KWK, St. Louis, Mo.; WAAB, Worcester, Mass.; WCOA, Pensacola, Fla.; WCSC, Charleston, S. C.; WFBL, Syracuse, N. Y.; WFCI, Pawtucket, R. I.; WFEA and auxiliary, Manchester, N. H.; WHEC, Rochester, N. Y.; WHOM and auxiliary, Jersey City, N. J.; WHP and auxiliary, Harrisburg, Pa.; WIRE and auxiliary, Indianapolis, Ind.; WMBD, Peoria, Ill.; WMPS, Memphis, Tenn.; WHTD and auxiliary, Hartford, Conn.; WOC, Davenport, Iowa; WRDW, Augusta, Ga.; WSAR, Fall River, Mass.; WSPD, Toledo, Ohio; KABR, Aberdeen, S. D.; WGES, Chicago, Ill.

Granted further extension of following station licenses upon a temporary basis only, pending determination upon application for renewal of license, in no event later than February 1, 1945:

KGCU, Mandan, N. D.; KRGV, Weslaco, Texas; KRIS, Corpus Christi, Texas; KTSA; San Antonio, Texas; KXYZ and auxiliary, Houston, Texas; WFIN, Findlay, Ohio; WJDX, Jackson, Miss.; WJAS, Pittsburgh, Pa.; WNBZ, Saranac Lake, N. Y.; WOOD and auxiliary, Grand Rapids, Mich.; WORK, York, Pa.; WPAT, Paterson, N. J.; WXYZ and auxiliary, Detroit, Mich.; WTAQ, Green Bay, Wisc.

W2XWE—WOKO, Inc., Albany, N. Y.—Granted further extension of license upon temporary basis only, pending determination upon application for renewal of license in no event later than February 1, 1945.

MISCELLANEOUS

KGA—Louis Wasmer, Spokane, Wash.—Granted petition for leave to amend application to change frequency from **1510** to **880 kc.,** etc. (Docket 6690).

KXA—American Radio Telephone Co., Seattle, Wash.—Passed over petition for leave to amend without prejudice.

W1XNP—American Newspapers, Inc., New York City—Passed nise petition to dismiss application for renewal of license without prejudice.

Harold H. Thoms, Durham, N. C.—Granted motion to continue hearing on application for new station now scheduled for November 29, and postponed same to December 29, 1944.

KPLC—Calcasieu Broadcasting Co., Lake Charles, La.—Granted petition for continuance of hearing in re application for construction permit, now scheduled for November 30, and continued same to February 1, 1945.

Placed in pending files pursuant to February 23, 1943, policy, the following application for construction permit for new commercial television broadcast station: The Times-Mirror Company, Los Angeles, Calif. (B5-PCT-92)

Placed in pending files pursuant to February 23, 1943, policy, the following applications for construction permits for new high frequency FM broadcast stations:

Frank T. Nied and Perry H. Stevens, d/b as Nied and Stevens, Warren, Ohio (B2-PH-361); Wyandotte News Co., Wyandotte, Mich. (B2-PH-362); The Daily Report, a partnership, consisting of Mrs. Jerone Appleby Harnish, et al., Ontario, Calif. (B5-PH-355); Bay Broadcasting Co., Inc., Bay City, Mich. (B2-PH-353); Portsmouth Radio Corp., Portsmouth, Va. (B2-PH-352); Cornbelt Broadcasting Corp., Lincoln, Nebr. (B4-PH-351)

APPLICATIONS FILED AT FCC

1000 Kilocycles

NEW—Taylor Radio & Television Corp., San Diego, Calif.—Construction permit for a new standard broadcast station to be operated on **1000 kc.,** power of 250 watts and unlimited hours of operation.

1230 Kilocycles

WRAL—Capitol Broadcasting Co., Inc., Raleigh, N. C.—Construction permit to change frequency from **1240 kc.** to **1230 kc.**

1240 Kilocycles

NEW—Capitol Broadcasting Corp., Charleston, W. Va.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts and unlimited hours of operation.

1340 Kilocycles

NEW—Durham Broadcasting Co., Inc., Durham, N. C.—Construction permit for a new standard broadcast station to be operated on **1580 kc.**, power of 250 watts and unlimited hours of operation. Amended: to change requested frequency to **1340 kc.**

NEW—Smoky Mountain Broadcasting Company, Knoxville, Tenn.—Construction permit for a new standard broadcast station to be operated on **1340 kc.**, power of 250 watts and unlimited hours of operation.

1440 Kilocycles

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Construction permit to change frequency from **1200 kc.** to **1440 kc.**, increase power from 250 watts to 1 KW, make changes in equipment, install directional antenna for night use, and move transmitter. Amended: re change in transmitter site.

1490 Kilocycles

NEW—Binghamton Press Co., Inc., Binghamton, N. Y.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation. Amended: to change transmitter site to a site to be determined in or near Binghamton, N. Y.

NEW—Times Publishing Co., Erie, Pa.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

FM APPLICATIONS

NEW—KJBS Broadcasters, a partnership consisting of Wm. B. Dolph, Elizabeth N. Bingham, Helen S. Mark, Alice H. Lewis, Glenna G. Dolph, Edwin P. Franklin, D. Worth Clark and Hope D. Pettey, San Francisco, Calif.—Construction permit for a new high frequency (FM) Broadcast station to be operated on **44700 kc.** with coverage of 6,574 square miles. Amended: to change coverage to 7,557 square miles and make changes in antenna system.

NEW—Claremont Eagle, Inc., Claremont, N. H.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.** with coverage of 5,100 square miles.

NEW—Bernard Fein, New York, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48700 kc.** with coverage of 8,500 square miles.

TELEVISION APPLICATIONS

NEW—Marcus Loew Booking Agency, Washington, D. C.—Construction permit for a new commercial television broadcast station to be operated on Channel #8 **(162000-168000 kc.)**.

NEW—Marcus Loew Booking Agency, New York, N. Y.—Construction permit for a new commercial television broadcast station to be operated on Channel #17 **(282000-288000 kc.)**.

NEW—The Yankee Network, Inc., Providence, R. I.—Construction permit for a new commercial television broadcast station to be operated on Channel #6 **(96000-102000 kc.)**.

NEW—The Evening News Assn., Detroit, Mich.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 **(50000-56000 kc.)**, ESR 2,480.

NEW—Metro-Goldwyn-Mayer Studios, Inc., Los Angeles, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #8 **(162000-168000 kc.)**.

NEW—The Crosley Corporation, Cincinnati, Ohio—Construction permit for a new commercial television broadcast station to be operated on Channel #1 **(50000-56000 kc.)**.

NEW—Raytheon Manufacturing Co., Waltham, Mass.—Construction permit for a new commercial television broadcast station to be operated on Channel #1 **(50000-56000 kc.)**, ESR 5,520.

MISCELLANEOUS APPLICATIONS

WSAY—Brown Radio Service & Laboratory (Gordon P. Brown, owner), Rochester, N. Y.—Modification of construction permit (B1-P-2924 as modified, which authorized change in frequency, increase in power, installation of directional antenna and new transmitter and move of transmitter) for extension of completion date from 11-30-44 to 12-31-44. **(1370 kc.)**

NEW—Massachusetts Broadcasting Corp., Boston, Mass.—Construction permit for a new developmental broadcast station to be operated on **49100 kc.**, power of 1 KW and special emission for FM.

KSWO—Willard Carver & Byrne Ross, Lawton, Okla.—Assignment of license to Byrne Ross and R. H. Drewry, d/b as KSWO Broadcasting Co.

NEW—Claremont Eagle, Inc., Claremont, N. H.—Construction permit for a new ST broadcast station to be operated on **337000 kc.**, power of 25 watts and special emission.

WABC-FM—Columbia Broadcasting System, Inc., New York, N. Y.—License to cover construction permit (B1-PH-189) for changes in antenna system.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Dow Chemical Company, Midland, Mich., manufacturing and selling numerous chemical products, including solvents used in dry cleaning clothing, has been ordered to cease and desist from disparagement of a competitor's products. (3991)

Humania Hair Goods & Specialty Co., 303 Fourth Ave., New York, is charged in a complaint with disseminating false advertisements concerning certain cosmetic preparations and hair dyes he sells in interstate commerce. (5249)

D. J. Lane Co., St. Marys, Kans., selling and distributing certain medicinal preparations designated "D. J. Lane's Treatment," "D. J. Lane's Special Elixir," "Special Tablets" and "Nasal Ointment," and Frank E. Whalen, 15 West 10th Street, Kansas City, Mo., who, as principal officer of the Frank E. Whalen Advertising Co., prepared and distributed advertising for the D. J. Lane Co., are charged in a complaint with false advertising and misrepresentation. (5252)

Langendorf United Bakeries, Inc., 1160 McAllister St., San Francisco, is charged in a complaint with disseminating advertisements which falsely represent that it has been appointed as the official baker for the Dionne quintuplets and that its Holsum brand bread is a part of their daily diet. (5250)

National Lead Co., et al.—A complaint alleging a conspiracy to promote and maintain monopolistic and noncompetitive prices and conditions in connection with the interstate sale of white lead has been issued against National Lead Co., Anaconda Copper Mining Co. and its subsidiary, International Smelting & Refining

Co., all of New York City; Eagle-Picher Lead Co. and its subsidiary, Eagle-Picher Sales Co., both of Cincinnati; and the Sherwin-Williams Co. and The Glidden Co., both of Cleveland. (5253)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

STIPULATION

During the past week the Commission has announced the following stipulation:

Seymour S. Grean Furs, Inc., 131 West 30th St., New York, and its president, Seymour S. Grean, and the corporation's retail outlet, Grean's Inc., Norfolk, Va., have stipulated that they will discontinue exaggerating the purport and effect of the Good Housekeeping seal or guarantee on their fur products. (3927)

FTC COMPLAINT DISMISSED

The Federal Trade Commission has dismissed its complaint against Bennett Brothers, Inc., 485 Fifth Avenue, New York, distributors of jewelry, silverware and other merchandise. The complaint had charged misrepresentation.

The respondent has expressed its intention, in writing, to be bound by the Trade Practice Rules promulgated for the Catalog Jewelry and Giftware Industry on December 23, 1943, and has furnished satisfactory evidence of such intention.

Table of Contents
January — November

Page

BROADCAST ADVERTISING

Advertising and the War Effort 290
Advertising's Responsibility in Postwar Employment 291
Annual Report 303–306
Audience Measurement 103–315
Avery Speaks at National Men's Wear Ass'n 17
Avery Speaks at NRDGA Annual Convention 8
Department Stores Use Radio 56
"Did You Say Patent Medicine?" 179
General vs. Retail Rates 179
KMBC Adopts New Station Advertising Theme 141
NAB Dept. Expanded 153
NRDGA Promotion Clinic 91–96
NRDGA Promotion Exchange Ready 272
NRDGA Retailers Calendar and Promotional Guide 405
Open Letter to Young & Rubicam, Inc. 203–272
Per-Inquiry—Allen Miller Production 120
Per-Inquiry Deal—Pitluk Advertising Co. 11
Proprietary Ass'n Code of Advertising Practices 198
Questionnaire Sent to All Stations about Recruitment Advertising 239–272
Radio Leading Medium, Says FTC Report 404
Retail Promotion Plan Annual Report 306
Retail Promotion Plan Continues to Receive Radio-Retailer Acclaim 120
Retail Promotion Plan Results 16
Retail Radio Advertising Must State Tax Separately 145
Sales Managers Exec. & Research Committees Meet in Cincinnati 96
Sales Managers Hear "What Radio Buyers Want to Know" 40
Sales Managers Meetings 1–16–96
Small Market Stations Report 309–317
Standard Coverage Study Underway 145–341–355

Page

Station Coverage Prime Research Objective 109–313
"Strange Hold" Described as Caress of Freedom 193
Suggestions for Cooperation with WPB Conservation Program 281
WAC Advertising Backed by Industry 272
WPB Declaration of Policy and Retailers Voluntary Program 272

DEFENSE

Advertisers War Effort Contribution 96
Air Corps Casualties Available to Industry 145
"America's Secret Weapon" Film Available to Stations 147
Armed Forces Radio Service Thanks NAB for Personnel Information 71
Army ET Has Wide Acceptance 180
Bond Booths on Docks 11
D-Day and the Radio Giant 189
Fifth War Loan 146–155–169–199–222–279
Fighting Men Think About Post-War Jobs 242
Fourth War Loan 11–71–109
Future War Loans Pose Problems 222–324
Industry Thanks "Fibber" McGee and Molly for D-Day Coverage Plug 192
More Treasury ETs for Sponsorship 31
NAB War Activities 299–302
National War Fund Campaign 327
Paper Rationing Affects You 11
Send Military Addresses to NAB 83–85–137
Service Man Fights for Freedom of the Air 242
Sixth War Loan 342–381–418
Stations Ask for War Bond ETs 19
Stations Favor Continuance Bond Campaign 18
Stations War Effort Broadcasts 111–161
Step Up Army Nurse Recruiting Efforts 280
Talent Sparks WAVE Drive 253
Voluntary Censorship Tightened 24
War Officials Sound Note of Warning on "Surrender" News 341
WROK Sponsors Showing of War Film 85

ENGINEERING

Allocation Hearings 327–341–349–355–365–380–390–397–403
Allocation Problems 277–279–292–323
Annual Report 322
Coaxial Cable Available 390
Crystals Now Available 89
Dissents to Allocation Proposal 403
District Engineering Committee 10
FCC Shows Interest in Home Receiver Standards 380
Fixed Condensers Available 110
Industrial Sound Equipment 110
NAB Committee Considers Allocations 279
NAB Develops Training Technique for Women Studio Operators 83
NAB Operator Training 56–71
NAB Surveys Broadcasters Use of High Frequency Supplementary Services 240
NAB Technician Pool 110
Post-War Broadcast Allocation Proposals 292
Post-War Set Design of Interest in Great Britain 381
Pulse Time Modulation Discussed at Rochester Fall Meeting 425
Radio Engineers Elect New Officers 419
Two NAB Staff Directors Address IRE Convention 26

FEDERAL COMMUNICATION COMMISSION

Adair, George P., New Chief Engineer 58
Allocation Hearings 327–341–349–355–365–380–390–397–403
Alternate Transmitters Authorized 289
Announcement Rule for Sponsored Programs 366–390–397
Appropriations 24–33–92

Page

Ask Congressional Policy on Sale of Radio Stations 247
A T & T Test in 12 Bands Is Approved 205
Attention Focused on Allocations 277
Baker, Philip M., Leaves Legal Job 393
Change in Transcription Rules Not Yet Effective 178
Chairman Fly Announces Resignation 403
Chairman Fly Comments on "Don't Change Horses in the Middle of the Stream" 232
Chairman Fly Denies Rumored Retirement 261
Chairman Fly Meets with NAB Small Market Stations Committee 178
Chairman Fly Replies to Complaint vs. WMCA 240
Chairman Fly Speaks at FMBI Meeting 33
Chairman Fly-Wheeler Hail Radio 171
Comments on KWBU Hearing 329
Committee Appoints John J. Sirica as General Counsel 104
Craven, T. A. M., to Leave Commission 159
Data re 100-Watt Standard Broadcast Stations 140
Dissents to Allocation Proposal 403
Durr, Clifford J., Clarifies Dissent 248
Employee Data Forms 380
"Good Neighbor" Fellowship Awards 282
Hudson, Robert, to Assist Fly 156
Identification Break Waived 25
Inquiry on Railroad Use of Radio 146
Inspection of Records, Order No. 118 18
James, W. Ervin, Aide to Navy 105
Jenkins, Alexander T., Retires from Commission 329
Jett, Ewell K., Nominated to Commission 7–58
Jorgensen, Norman E., Joins Navy 92
Marks, Leonard, Heads New Facilities Section 193
NAB Comments on Proposed Electrical Transcription Rule 204
NAB Cooperates in Manpower Survey 240
NAB Files Brief on FCC Order 118 Amending Rule 51
NAB's Postponement Request Granted 404
Network Transcription Rule Undecided 367
Networks Warned on FM Broadcasting 168
New Application Form 216
New Division Organized 425
New Multiple Ownership Order 31
Newspaper Case Closed 7
Number of Stations—February 42
Number of Stations—March 113
Number of Stations—April 164
Number of Stations—May 208
Number of Stations—June 242
Number of Stations—August 341
Number of Stations—September 394
Number of Stations—October 434
Personnel Changes in Engineering Dept. 393
Policy on C. P.'s Clarified 23
Porter Named to Succeed Fly 423
Proposed Identification Rule Revised 431
Proposed Network Recording Rule 31
Railroad Hearings Set 216
Rejects Liberalization, Tightens ET Rule 280
Relay Station Broadcast Licenses Adjusted 180
Renewal Forms Revised 191
Reports FM Bursts to RTPB 192
Revises Multiple Ownership Compliance Procedure 101
RID Alerted 193
Rock Island Permits Granted 180
Rules Amended on Commencement and Completion of Construction 216
Siling, Philip F., Resigns to Join RCA 281
Statistics on U. S. Communications Industry Out Soon 290
Television Multiples Increased 160
Transcription Announcements 159
Transfer of Control Regulation 12
UAW-CIO Petition vs. WHKC for Hearing 222

FREQUENCY MODULATION

FM vs. AM Television Sound 64
FM Broadcasters Meet 25

Page

FM Channel Width Studied by Panel 1 261
FM Educational Broadcasting 241
School Broadcast Conference Discusses FM 398

GENERAL

Advertising Federation Calls Off Its Annual Convention 122
American Library Ass'n Spots 170
Billboard on NAB Political Booklet 390
Blue Network Files for Name Change 399
Boy Scouts Thank NAB 205
Broadcasting Builds Attendance, Says National Baseball Congress President 369
Buckendahl, Harry H., Made Vice President of KOIN 330
Canadian Ass'n of Broadcasters Convention 61
Certificate of Appreciation to Dr. Armstrong 214
Coast Guard Thanks Radio for Commemorative Programs 282
College Degrees in "Radio Journalism" Seen by NAB Radio News Committee 26
Committee Studies College Radio Courses 32
DAR Demands Free Radio 163
"Daylight Saving" Time 154
"Don't Change Horses in the Middle of the Stream" 232
Educators Request More Channels 32
Ellis, Ray C., Addresses RMA Conference 192
Get Out the Vote 328
Halpin, Lester A., Rejoins KOIN 368
Honorable Chan Gurney on Free Speech 103
Hopkins, Jack, Continues as President of Florida Association of Broadcasters 121
Identification Break Waived 25
Imported U. S. Radios and Domestic Production Maintain Listening in Britain 19–57
Increased Production Excludes Radio 233
Industry Receives Signal Corps Certificate of Appreciation 205
Industry Thanked by Infantile Paralysis Foundation 55–65
Information Wanted on Infringement of a Radio Idea 89
Information Wanted on Matthew Halton Radio Award 164
Information Wanted on "Rape of Radio" Book Cover 19
Inquiry on Power Rates 110
Liberty Bell Recordings 356–367–382
Murphy, Kingsley H., Buys KSO 156
NAB Protests Army Questionnaire 349–355
NAB Receives Red Cross Citation 160
National Association of Evangelicals Questionnaire 11
National Music Week 141
National Thrift Week 11
Nebraska Broadcasters Hold State Meeting 180
New Award Is Created for Radio Contribution to Cause of Democracy 139
New York State DAR Commends Radio's War Service 382
No Attempts to Influence News by Advertisers 56
No More "Disclaimers" 118
"On the Air" Will Show Anywhere 105
Oregon-Washington Broadcasters Meet 96–104
Peabody Awards 342–356
Peabody Awards Directs Attention to Multiple Entry Provision 406
Peabody Award Winners 135
Program Log Information Wanted 110
Proposed Sale of WBT 33
Proprietary Ass'n Code of Advertising Practices 198
Radio Correspondents' Request Backed by NAB 381
Radio Does a Job 77
Radio Figures Prominently in Ad Club War Projects 179
Radio Largest Source of War News 141
Radio News Needs Studied 367
Radio Newsroom Manpower Survey 241
Radio Pays Tribute to the YMCA Centennial 206

Page
Radio Praised for D-Day Coverage 205
Radio Reduces Absenteeism 4–241
Railroads Test Radio Train Communication 121
Red Cross Promotion Piece 281
Republican Convention Radio Coverage Great Engineering Feat 215
Republican Plank on Freedom of Press and Radio 214
Restrictions on Wholesale Radio Distributors Eased 293
School Broadcast Conference Makes Awards 398
Sound of Liberty Bell Recorded for Stations 356
Stations Study Public Likes and Dislikes 56
Third Regional Radio Conference 418–432
Trammell Extols Radio and Press 4
Union Theological Seminary Undertakes Radio Survey 193
War Advertising Council Revamps Plans 350
War Department Certificate of Appreciation 213
Warning of Sale of Electronic Material 398
Watch for Harry Keefe 274
WHAS Has Full-Time Religious Coordinator 233
WHYN Buys Mount Tom 262
WRVA Announcements Recover Sailor's Bag 70

GOVERNMENT
Chatten, L. J., Advanced in WPB 368
Cohen, Phil, to London 168
Crystals Now Available 89
Curtin, D. Thomas, WMC Radio Chief 104
FTC Report on Radio 12
Fetzer, John E., Replaces Ryan at Censorship 69
Henry, Glenn, Leaves WPB 199
Internal Revenue, Talent Tax Status 63
Ludlam, George P., Succeeds Philip H. Coden at OWI 120
McGee, Harles H., Leaves WPB 254
McIntosh, Frank H., Leaves WPB 159
More Treasury ETs for Sponsorship 31–57
NAB Program Managers Commend Radio Branch of OWI 328
Navy Department Compliments NAB 41
ODS Salutes Radio 355
OWI Needs Overseas Personnel 64–122
Policy on C. P.'s Clarified 23
Price Censorship Release 260
Restrictions on Wholesale Radio Distributors Eased 293
Signal Corps Presentation Ceremony 262
Smith, Robert J., Is New Treasury Radio Chief 169
Sub-committee Considers "Daylight Saving" 154
Treasury Salutes Industry 272
U. S. Communications Representatives Confer with Colombian Government 194
U. S. Office of Education Plans Better Equipment for School Radio 216
Voluntary Censorship Tightened 24
War Department Recognizes NAB Activity 31
Wartime Censorship Control Committee Disbands 291
WLB After Petrillo 272
WMC Continues Broadcasting in Essential Category 70
WMC Manpower Budget Plan 83
WPB Declaration of Policy and Retailers Voluntary Program 272
WPB Hinges Radio Manufacture on Germany's Surrender 289
WPB Interprets P-133 154
WPB Radio & Radar Division Revokes Two Orders 329
WPB Transfers and Extends Maintenance Repair Ratings 357

LABOR
AFM Walks Out in WJJD Case 197
Annual Report 303
Assigned Announcer Fee Principle Opposed 177
CIO & NAB Code 260
Commission Employees—New Policy 2

Page
FCC Sets UAW-CIO Petition vs. WHKC for Hearing 222
Green, William, Says WJJD Strike Unauthorized 118
Hillbilly Recruits War Labor Over KWKH 207
Information Needed on Membership of Women Technicians in IBEW Unions 191
NAB Labor Post Filled by John Morgan Davis 271
Network-AFRA Agreement Reached 415
Pancake Turners 52
Platter Turners Jurisdictional Dispute 392
Speedy Action Follows Appeal to Strikers Over Pittsburgh Stations 233
Wage & Hour (Talent Fees) 15
Wage Order Affects Broadcasters 232
Wage Stabilization Extended 178
WCOV Wins Arbitration Award 102
WJJD Presents Case 159
WLB After Petrillo 272
WLB Statement on Voluntary Bonuses 160
WMAL Case 136
WMC Appeals Procedure Modified 53

LEGISLATION
Allocation Hearings 327–341–349–355–365–380–390–397–403
Brown and Rankin File Bills Affecting Radio 65
Brown Bill H. R. 431—Study and Investigation of News Released to Armed Forces 65
Clark Committee Hears Interlochen Ban Story 89
Congressman Wigglesworth Queries Guest Speaker Practice—Political Broadcasts 368
Dissents to Allocation Proposal 403
FCC Commissioners Comment on KWBU Hearing 329
International Communications Investigation 83
Limitation on Advertising Broadcasts S. 814 190
NAB Committee Considers White-Wheeler Bill 177
NAB Committee Meets with Chairman Wheeler 70
NAB Legislation Annual Report 311
NAB Reviews Legislative Position 190
NAB Revises Legislative Recommendations 24
Prohibit Interference with the Broadcasting of Non-commercial Cultural or Educational Programs. S. 1957 191
Rankin Bill H. R. 4151—Libel and Slander 65
Senator Pepper Advocates Broadcast of Congressional Proceedings 280
Wheeler-Fly on Future of Communications 171

MUSIC
AFM Recording Ban 391
ASCAP Adds Foreign Catalogue 360
BMI Board Meeting 197
Broadcasters Want Stronger BMI 62
Clark Committee Hears Interlochen Ban Story 89
Commodore Records 53
Haverlin Leaves BMI to Join MBS 89
NAB at Nabet Hearing 356
NAB Music Committee Confers with ASCAP 139
National War Labor Board Refers AFM Refusal to OES 328
Petrillo Rejects Roosevelt Plea 377
President Roosevelt Requests Petrillo to Lift Recording Ban 365
Resolution Adopted 154
Ryan, Harold, Elected President of BMI 118
Who Owns the Words and Music, Jan Schimek 392
WJJD Presents Case 159

NATIONAL ASSOCIATION OF BROADCASTERS
Annual Convention 31–197–221–259–271–289–300–327
Answers Statements about Code Made in WHKC Case 397
Ass'n of Women Directors Stage Big Event 57–222–242
Audience Measurement Bureau Committee Meets 31
Board Meeting, Feb. 2 & 3 15–136
Board Meeting, May 8, 9, 10 153

Page
Board Meeting, Nov. 14, 15 415–424
Brief Filed on FCC Order 118 Amending Rule 1.5 51
Broadcasters Discuss Essential Character of Radio 79
By-Law Change 153
By-Law Revisions 367
NAB—Code & CIO 260
Code Committee Meeting 328–341–366–390
Code Committee Report 320
Code, Controversial Issues 77
Code, Technical and Program Departments Discussed in Bulletin 281
Comments on Proposed Electrical Transcription Rule 204
Convention Site & Program Committee Meet 9
Cornelius, Helen, Joins Staff 368
District 2 78
District 3 79
District 6 69
District 8 39
District 10 39
District 12 63
District 13 62
District 14 41–53
District 15 104
District 16 54
District Engineering Committee 10
District Meeting Resolutions 39
District Meetings Schedule 1–7–15–25
Engineering Committee Considers Allocation 279
FCC-NAB Cooperate in Manpower Survey 240
Fetzer, John E., 8th District Director 39
Finance Committee Meets 9
Financial Report 306
Gillin, John J., 10th District Director 39
Hager, Kolin, Director of District 2 78
Legislative Committee Considers White-Wheeler Bill 177
Legislation Committee Meets with Chairman Wheeler 70–83
Legislative Position Reviewed 190
Membership 301–304
Membership Certificates 105
Music Committee Confers with ASCAP 139
Navy Department Compliments NAB 41
News Committee Plans Council on Radio Journalism 214
News Sub-Committee Meets 18
Non-Member Stations Invited to Affiliate with NAB 197
Official Notice 1945 Dues Schedule 432
Operator Training 56–71
Participation in FCC Allocation Hearings 341
President's Annual Report 299
Program Managers Commend Radio Branch of OWI 328
Program Managers Executive Committee 10–320
Program Managers Start Series of Bulletins 232
Proposed By-Law Amendments 231
Public Relations Meetings 1–25
Radio News Committee 26–320–329
Radio News Committee Work Gets Further Cooperation 121
Research Committee Meets 261
Revised Legislative Recommendations 24
Ryan, Harold J., New President 29–118
Ryan, Harold J., Expresses Faith in Broadcasting's Future 117
Ryan, Harold J., Speaks on Radio and War 249
Ryan, William B., 16th District Director 54
Sales Managers Hear "What Radio Buyers Want to Know" 40
Sales Managers Meetings 1–16
Salt Lake City Broadcasters Meet with Egolf and Avery 54
Second Edition of "Is Your Hat in the Ring" 261–356
Secretary-Treasurer's Annual Report 302
Signal Corps Presentation Ceremony Recordings Ready 262

Page
Small Market Stations 309
Small Market Stations Committee Examines Study of Group Selling 167
Small Market Stations Committee Meets with Chairman Fly 178
Stringer, Arthur, Receives Signal Corps Certificate of Appreciation 281
Surveys Broadcasters Use of High Frequency Supplementary Services 240
Treasury Salutes Industry 272
Two Board Members Enter Service 249
Wooten, Hoyt B., 6th District Director 69
Yocum, Ed, 14th District Director 41–53
War Department Recognizes NAB Activity 31
Way, William B., Reelected 12th District Director 63

PROMOTION

Annual Report 323
Design Technique vs. Service Requirements—Stanton, Irvin 45
Industry Responds to Gen. "Ike" Request for 180 "Home Town" Programs 387
Iowa Churches Install Loud Speakers to Hear New Bishop Over WHO 281
Kansas City Goes in for Kid Shows 42
Kansas City Symphony Sold for Twenty Week Series 399
KMBC Issues Service Brochure 105
KMBC-FM Makes Commercial Bow in Kansas City 254
KOB Co-Sponsored Bond Contest 223
KOIN Banquets Million Dollar Club 406
KRNT Column in Iowa Papers 199
KRNT and KSO Launch "Food for Freedom Fair" 105
KROY Tells of Public Service 164
KTSW Establishes Radio Scholarship 156
KXOK Has New Type Public Forum Broadcast 121
KXOK's "Jobs for Heroes" Get Results 84
Midland Schools Tell Story of War Effort in Book 330
Parents Acclaim New WMAZ Program 234
Pioneers Education by Radio in N. C. 241
Post-War Radio Service 45
Radio in Service of Home and Nation—A. Stringer 48
Red Cross Promotion Piece 281
Schedules for KRNT Listeners 223
Task Force Commanders 388–405–416–433
Three Stations Combine to Promote Knoxville Market 180
"Town Meeting" Promoted Drive Over WROK 223
War Bond First Prize in Contest to Name Program Unit 359
War Effort Reports 111–161
WAVE Sells in 4th War Loan Drive 70
WBIG Plans Morale Series 155
WBIG to Originate Network Series 199
WBZ Free Radio Workshop Begins July 6 217
WBZ Warcasts Increase Production, Raise Morale 111
WFOY Ends Campaign with Bicycle Rodeo 382
WFOY Issues "Thank You" Piece 262
WGAR and WJR Survey Stations 56
WGAR's Library Promotion 32
WHAS Awards Scholarship 398
WIOD's Bond Promotion Clicks 217
WJAG Serves in Emergency 170
WJR Brochure—"Victory F.O.B." 110
WMAZ Cancels Sponsored Religious Programs 241
WLS Has 20th Birthday 111
Women Staff New NBC Show 91
WOPI Observes 15th Anniversary 199
WOW Begins 22nd Year 111
WOWO's "Proudly We Hail" 147
WQAM Issues "Service" Brochure 164
WQAM Juvenile Delinquency Program 163
WRVA Campaign Producing "Smokes for Our Wounded" 170

Page

- WRVA Careless Talk Slogan Contest 90
- WTAG Show Produces Bond Sales 206
- WTIC's Unique Wartime Program 141
- WWNC Issues News Program Schedule 199

PUBLIC RELATIONS

- American Home Campaign Contest 85–242
- Annual Report 319
- Chicago School Broadcasts Grow 273
- Children's Programs Discussed 179–273
- Deadline on Photos for NAB Public Relations Book 193
- Egolf Addresses Radio Council of Greater Cleveland 26
- Egolf Speaks on Venereal Diseases 147
- Fifteenth Institute for Education by Radio 123
- Free Radio Explained by Radio 221
- KFI Points Up Fight on Venereal Diseases 147
- KTSM Booklet on El Paso Radio Forum 85
- Lewis, Dorothy, Fall Tour 358
- Lewis, Dorothy, Schedule Southern Tour 85
- Listener Activity 343
- Listener Activity Annual Report 321
- Meetings 1–25
- NAB Ass'n of Women Directors Stage Big Event 57
- NAB Participates in Ohio Institute 155
- Notes from Listener Activity Office 234
- Radio Council of New York 359
- Radio Councils Activities 19–26–321
- Radio Education Conference Planned for New York 292
- Radio Facilities and Activities Surveyed in New Jersey Schools 207
- Radio Farm Directors Organize Ass'n 154
- Radio News Committee 320
- Radio Women at White House 198
- Results of AWD General Survey of Women's Programs 122
- Rochester Hospital Council Broadcasts 91
- School Broadcast Conference Set 273
- "Tell Us About Radio", WGAR 90
- Three New Radio Councils 292

RADIO TECHNICAL PLANNING BOARD

- Allocation Panel Meets 233–261
- Changes Name of Panel #5 222
- FCC Reports FM Bursts 192
- FM and Television Panel Meetings 119
- FM Jurisdictional Dispute 293
- Frazier, Howard, Testifies for Panel #4 357
- NAB Engineering Report 322
- Panel #3 Meeting 55
- Panel #4 Meeting 2–154–233–418
- Panel #5 Meeting 56–162–222
- Panel #6 Meeting 64

RESEARCH

- AAAA Officially Approves Circulation Project 365
- Advice on Questionnaires 349–355
- Annual Report 313
- ANA Approves Circulation Project 365
- Audience Measurement 315
- Broadcast Measurement Bureau Organization Meeting 424
- Data Re 200- to 500-Watt Stations 121
- NAB Committee Meets 261
- Population Shifts 65
- Radio Families 17
- Radio News Needs Studied 367
- Research and Sales Managers Exec. Committees Meet in Cincinnati 96

Page

- Small Market Stations Report 317
- Standard Circulation Presented to ANA and AAAA 341
- Standard Coverage Study Under Way 145
- Station Circulation Plan Progresses 355
- Station Analyses 318
- Station Coverage 313
- Station Coverage Prime Research Objective 109

SELECTIVE SERVICE

- Communications Common Carriers Denied Deferments 109
- New Developments 95
- WMC Continues Broadcasting in Essential Category 70

TAXATION

- Annual Report 313
- Excess Profits Tax 316
- How to Mention Federal Excise Tax in Retail Radio Advertising 167
- Retail Radio Advertising Must State Tax Separately 145
- Talent Tax Status 63

TELEVISION

- Dr. DeForest on Television 254
- Joyce Forecasts Television at NRDGA Promotion Clinic 96
- Small Market Stations in Television 168
- Television Meeting 32
- Television Multiples Increased 160
- Television Stations Listed 32
- Television in Spotlight 145
- WHYN Buys Mount Tom 262

TUBES

- Increased Tube Production Is Under Way 241
- Miniature Tube Demand Increases 418
- More Tubes After V-E Day 368
- NAB Predicts More Tubes in Last Half of Year 214
- Views on Production Differ 2
- WPB Revokes Two Orders 329

NAB SPECIAL BULLETINS

- ALLOCATION HEARINGS #1-#12, Index
- A. F. OF M. #24-#29
- ANNUAL REPORT Vol. 12, #35
- THE BEAM Vol. 2, #1-#4
- BROADCAST ADVERTISING BULLETIN #9-#11
- INFORMATION #17
- LEGISLATIVE BULLETINS Vol. 12, #1-#13
- MUSIC BULLETINS Vol. 12, #1
- PROGRAM MANAGERS #1-#3
- REEMPLOYMENT #1
- SELECTIVE SERVICE #17-#22
- SWAP BULLETINS #46-#55
- WAR BULLETINS #15-#17
- WAR CONFERENCE BULLETINS #1-#2

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 49, December 8, 1944

DISTRICT MEETINGS SCHEDULED

A series of meetings embracing all seventeen NAB districts has been arranged. The schedule is divided into two sections. The first will get under way in mid-January and will cover ten districts in four and one-half weeks. There will then be a two week period during which no sessions will be held. The second section gets under way on March 5 and concludes on March 22.

President J. H. Ryan will attend all meetings and will outline industry activities and objectives. Sales matters will be on the agenda with Lewis H. Avery, NAB Director of Broadcast Advertising leading the discussion. A representative of the newly organized Broadcast Measurement Bureau, joint project of NAB, AAAA and ANA, will address all meetings. Labor, public relations legislation and other topics will be well covered. In all of the odd numbered districts director elections will be held.

The schedule of the meetings follows:

FIRST SECTION

District	*Place*	*Days*	*Dates*	*Hotel*
6	Memphis, Tennessee	Mon.-Tues.	Jan. 15-16	
13	Dallas, Texas	Wed.-Thurs.	Jan. 17-18	Baker
16	Los Angeles, Calif.	Mon.-Tues.	Jan. 22-23	
15	San Francisco, Calif.	Thurs.-Fri.	Jan. 25-26	
17	Portland, Oregon	Mon.-Tues.	Jan. 29-30	Benson
14	Salt Lake City, Utah	Thurs.-Fri.	Feb. 1-2	Utah
10-12	Kansas City, Missouri	Wed.-Thurs.	Feb. 7-8	
11	Minneapolis, Minnesota	Mon.-Tues.	Feb. 12-13	
3	Pittsburgh, Pennsylvania	Thurs.-Fri.	Feb. 15-16	William Penn

SECOND SECTION

1	Boston, Massachusetts	Mon.-Tues.	Mar. 5-6	
2	New York, New York	Thurs.-Fri.	Mar. 8-9	
5	Jacksonville, Florida	Mon.-Tues.	Mar. 12-13	
4	Hot Springs, Virginia	Fri.-Sat.	Mar. 16-17	Homestead
7	Cincinnati, Ohio	Mon.-Tues.	Mar. 19-20	Gibson
8-9	Chicago, Illinois	Wed.-Thurs.	Mar. 21-22	

Watch NAB Reports for Further Details Regarding Meeting Places and Other Matters

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of Government Relations;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel for Labor Relations.*

BROADCAST MEASUREMENT BUREAU

A meeting was held yesterday in the offices of the American Association of Advertising Agencies in New York to make definite plans for the incorporation of the Broadcast Measurement Bureau. Those attending were J. Harold Ryan, NAB President; Roger W. Clipp, President WFIL; Frank M. Russell, Vice President NBC; Frank Stanton, Vice President CBS; Paul Peter, NAB Director of Research; Fred R. Gamble, President of the American Association of Advertising Agencies; Paul West, President of the Association of National Advertisers.

The first four persons mentioned above with Hugh M. Feltis, General Manager KFAB, compose the NAB Negotiating Committee. The latter was unable to attend.

The five members of the BMB Board to represent AAAA and ANA respectively are now in process of selection and announcement respecting their designation will be made in next week's REPORTS. The entire representation of the three sponsoring associations of BMB will meet in New York on Friday (15) at which time articles of incorporation and by-laws will be adopted. At that time it is also anticipated that action will be taken to select the general manager of the Bureau.

"XXV"

TWENTY-FIFTH ANNIVERSARY BULLETIN HERALDS ACTIVITIES STARTING JANUARY 1, 1945

Stations, Networks, Industry Associates to Participate in Observance

NAB Special Twenty-fifth Anniversary Bulletin No. 1 this week outlines a complete fomat for nation-wide observance of a quarter century of broadcasting in America.

The Bulletin, enclosed with this week's copy of NAB REPORTS, goes to all networks, all radio stations and hundreds of others within the structure of American broadcasting, including set manufacturers, advertising agencies, government officials, organizations and individuals who are invited to participate in radio's silver anniversary, "Pledged to Victory!"

Harold Ryan, NAB President, urges all stations and networks to make this Bulletin the subject of immediate staff conferences, pointing to initial broadcast activity beginning at midnight December 31, supported by the advertising, publicity, promotion, sales and public relations departments.

On Tuesday, December 12, Ryan and Willard Egolf, NAB Director of Public Relations, will meet in New York City with the Presidents and department heads of the four major networks who have been invited to discuss network twenty-fifth anniversary plans, with emphasis on a redoubled war effort.

The front page of the Bulletin features a symbol of radio's twenty-fifth anniversary, a banner suspended from a microphone, the banner carrying the anniversary years "1920-1945" and the Roman numerals "XXV," with a dominant "V for Victory," typifying the industry's pledge in 1945.

The Bulletin also carries a musical signature of "XXV," based on the Continental Code, with an adaptation of the famous musical "V for Victory."

Eight pages of ideas for programs, publicity and promotion are woven around the war effort theme, central note of the entire anniversary year.

WAR DEPT. ARRANGES MAXIMUM CIRCULATION LET'S GO TO TOWN PROGRAMS

The War Department is doing everything possible to insure the largest possible global audience for Let's Go to Town programs.

Armed Forces Radio Service telephoned on Dec. 5 that arrangements for pressings to supply overseas controlled facilities had been perfected. Such facilities are in addition to all east and west short wave transmissions and Army operated stations in Great Britain.

Announcement for pressings is another way of saying that Army knows that Let's Go to Town programs are good medicine; that the maximum number of doses are wanted, must be provided.

Our Obligation

Our obligation is to make good the industry's War Conference promise to produce the programs which General Eisenhower requested. These programs are needed; they are a vital part of the war effort.

Heavy December Production

Around 85 Let's Go to Town programs should be produced during December. This number will be made up of the 48 shows listed below plus those carried over from the original November production date.

Task Force Commander	Production Area	Completion
	DISTRICT I	
William Rines, WCSH	Portland	1st half
Harold Fellows, WEEI	Boston, 2 shows	Dec.
Quincy Brackett, WSPR	Springfield	2nd half
E. T. Hill, WTAG	Worcester	Dec. 17
	DISTRICT II	
Craig Lawrence, WHOM	Jersey City	Cut Dec. 2
Monroe Mendelsohn, WBAB	Atlantic City	1st half
Irving Rosenhaus, WAAT	Newark	2nd half
Cy King, WEBR	Buffalo, Pgm. B	2nd half
Dale Taylor, WENY	Elmira	2nd half
Arthur Hayes, chairman, WABC	NYC, 3 of 6 pgms.	Dec.
Gunnar Wiig, WHEC	Rochester	1st half
Woodbury Carter, WTRY	Troy	1st half
	DISTRICT IV	
Fred Shawn, WRC	Washington	Cut Dec. 7
James H. Moore, WSLS	Lynchburg-Danville	1st half
G. Richard Shafto, WIS	Columbia	1st half
George W. Smith, WWVA	Wheeling	1st half
	DISTRICT V	
Robert R. Feagin, WPDQ	Jacksonville	1st half
Col. George C. Johnston WDBO	Orlando	1st half
W. Walter Tison, WFLA	Tampa	1st half
W. T. Knight, Jr., WTOC	Savannah	1st half

Task Force Commander	Production Area	Completion
	DISTRICT VII	
Allen T. Simmons, WADC	Akron	2nd half
Carl Everson, WHKC	Columbus	1st half
J. L. Bowden, WKBN	Youngstown	1st half
	DISTRICT VIII	
Clarence Leich, WGBF	Evansville	1st half
J. B. Conley, WOWO	Fort Wayne	1st half
Franklin D. Schurz, WSBT	South Bend	2nd half
M. L. Greenbaum, WSAM	Saginaw	1st half
	DISTRICT IX	
W. E. Hutchinson, WAAF	Chicago, 2 shows	1st half
E. C. Hewes, WDAN	Danville	1st half
W. M. Koessler, WROK	Rockford	1st half
E. C. Allen, WIBA	Madison	1st half
G. W. Grignon, WISN	Milwaukee	1st half
H. H. Born, WHBL	Sheboygan	1st half
	DISTRICT X	
Roderick B. Cupp, KMBC	Kansas City	1st half
John W. Tinnea, KWK	St. Louis, 2 shows	Dec.
	DISTRICT XII	
Kenyon Brown, KOMA	Oklahoma City	1st half
Allen Page, KVOO	Tulsa	1st half
Jack Todd, KANS	Wichita	1st half
	DISTRICT XIII	
Alex Keese, KGNC	Amarillo	1st half
	DISTRICT XIV	
Ed B. Craney, KGIR	Butte	1st half
	DISTRICT XVI	
Don McNamara, KFI	Los Angeles, 2 shows	Dec.
	DISTRICT XVII	
Homer Welch, KGW	Portland	1st half

Jobs Completed

The following completed assignments have reached Maj. Peterson in Los Angeles or are en route:

Asheville area, Don S. Elias, Task Force Comdr., WWNC
Jersey City area, Craig Lawrence, Task Force Comdr., WHOM
Miami area, F. W. Borton, Task Force Comdr., WQAM
Montgomery area, Howard E. Pill, Task Force Comdr., WSFA
Salt Lake City-Ogden area, Ralph W. Hardy, Task Force Comdr., KSL
Springfield, Ill., area, L. G. Pefferle, Task Force Comdr., WCBS
Washington, D. C., area, Fred Shawn, Task Force Comdr., WRC

Scripts Cleared

New York City area—First of six

Scripts Being Cleared

Baltimore area
Butte area
Grand Rapids area

Added Origination

Danville, Ill., E. C. Hewes, Task Force Comdr., WDAN

LABOR NOTES

Basic Steel Decision

The National War Labor Board's basic steel decision will probably have as great an effect on American industrial relations as the Little Steel decision governing the granting of wartime general wage increases.

The significance of the decision which was handed down November 25, 1944, is derived from two principles to which the Board has lent its support. The first of these principles was the approval of a limited form of severance pay to be developed by collective bargaining. The second principal, involving a guaranteed annual wage, was one which looks toward a post-war period.

The Board denied the Union's request for an annual wage on the ground that it would subject the industry to serious financial risk. It stated, further, however, that it intended to request the President to appoint a special commission to study the whole question of guaranteed wage plans and the possibility of their future development in American industries.

Preferential Hiring

Limited preferential hiring privileges were granted the American Communication Association, CIO, by the Third Regional War Labor Board in a dispute between the Association and the Monumental Radio Company which operates Radio Station WCAO, Baltimore, Maryland.

The directive order gives the Union standard voluntary maintenance of membership clause for the 15-day escape period. In the event of a vacancy on the staff, the company shall request the Union, in writing, to recommend replacement. The Union, within one week, must furnish the company with candidates competent and qualified "in the judgment of the company." If, under these conditions, the Union is unable to supply a qualified candidate, the company shall then be free to fill the vacancy in any way it sees fit. Actual hiring, thus, is entirely within the discretion of the company, the Union having only the right to refer prospective employees to the company.

Increase Permitted in Minimum Basic Hourly Wage Rates

Under a recent amendment to General Order 30, the National War Labor Board allows employers to increase all basic wages to fifty cents (.50) an hour without formal approval by the War Labor Board.

The War Manpower Commission will grant certificates of availability to any worker receiving less than fifty cents (.50) an hour who desires to change jobs.

Christmas and Year-end Bonuses

The National War Labor Board has adopted a general policy as to bonuses payable to employees without the necessity of having prior War Labor Board approval. Board action is not necessary—in the following situations:

1—Where no bonus has been paid in the past and where the new bonus is not more than $25.00 in cash or kind to any single employee. Caution: Under no circumstances may the $25.00 be used as an average, however, so that any employee might be given more than $25.00 in cash or kind.

2—Where a bonus has been paid in the preceding year but the fixed amount or the percentage used in calculating the bonus has not been increased. Such bonus payment may exceed $25.00 in cash or kind to any employee.

TAX NOTE: If, in previous years, you have voluntarily paid the Social Security Tax on bonuses, you may continue to do so without having the payment considered additional wages for wage stabilization purposes. However, any voluntary payment of the withholding tax is considered additional compensation subject to wage increase limitations.

For example, if you should desire to give each employee a $25.00 war bond for Christmas and you elect to withhold a straight 20%, you will be considered to have paid the employees a bonus of $23.44. The withholding will then be $4.69, leaving a net of $18.75.

FCC-IRAC TO CONFER ON ALLOCATION

In connection with the desire of the State Department to receive recommendations on frequency allocations by December 1, as noted in the Federal Communications Commission Order of August 15, the Commission today advised the State Department that it is now engaged in the study of preliminary proposals which have been prepared by its staff concerning frequency allocations for non-governmental radio services. These proposals are a result of engineering studies which have been in progress for a long time and in a very intensive way since September 1944. Five weeks of hearings on the matter of allocation of frequencies to the various classes of non-governmental services in the radio spectrum from 10 kilocycles to 30,000,000 kilocycles, Docket No. 6651, were concluded on November 2, 1944.

A large percentage of the frequency spectrum which has been requested by the various non-governmental services involves possible conflict with permanent as well as temporary government assignments. In view of these facts, the Commission, having today tentatively approved an allocation plan in international terminology relating to frequencies below 30,000 kilocycles, has deemed it advisable to defer final action in these matters until such time as they may be discussed with the Interdepartment Radio Advisory Committee. It is anticipated that such a plan may be made available at an early date. Meantime plans relating to allocation of frequencies above 30,000 kilocycles and proceeding in the same manner and will be submitted to the State Department as soon as possible.

Detailed allocation of specific channels to the various non-government services may not be completed for some time but it is expected that such detailed allocation will remain within the international allocation which will be proposed.

"FM FOR EDUCATION"

The United States Office of Education, Federal Security Agency, announced today that "FM for Education," a primer of facts and ideas about the educational uses of frequency modulation broadcasting, has just been published. The pamphlet, illustrated with photographs, charts and diagrams, details suggestions for planning, licensing, and utilizing educational frequency modulation radio stations owned and operated by school systems, colleges and universities.

At a hearing before the Federal Communications Commission recently, John W. Studebaker, U. S. Commissioner of Education, reported that 500 educational FM stations were expected to be in operation within five years after the end of the war. Interest in school and college FM networks is so great that educators have petitioned FCC for 10 FM channels in addition to the five already allocated to education, Mr. Studebaker said.

"FM for Education" is designed to help educators interested in establishing FM stations over the planning hurdles. The book answers questions like these: "What is FM and what are its potentialities for education?" "What will it cost?" "How can an FM station be used?" "What audiences can educational FM stations serve?" "How can school libraries, music classes, English classes, social studies classes, arithmetic, reading, foreign language, speech, dramatics, science, and art classes benefit from FM broadcasting?" For the most part, answers are given through descriptions of successful broadcasting activities carried on in schools that already have used radio as a tool.

Part Six in the pamphlet, "Steps to Take to Acquire an FM Station" leads a station planner through the maze of eligibility determination for a station according to the rules adopted by FCC, estimating needed station coverage and service requirements, planning station service, obtaining proper forms and construction permits, and planning a studio.

Additional sources of information on FM and the educational use of broadcasting three appendices, and facsimile of the FCC application blank for new non-commercial educational broadcast station construction permits complete the text.

"FM for Education" was written by William Dow Boutwell, until recently director of the information and radio services of the United States Office of Education. Mr. Boutwell was assisted by Ronald R. Lowdermilk and Gertrude G. Broderick.

"FM for Education" may be purchased from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 20 cents.

WAAT LAUNCHES NOVEL BOND-SELLING DRIVE

Arrangements were completed last Monday between Irving Robert Rosenhaus, vice president and general manager of WAAT, Newark, and Harry Murphy, deputy administrator of the Treasury Department, for a novel war bond selling campaign whereby two of WAAT's most popular programs will sponsor the purchase of two fighting planes.

Starting on December 7, Pearl Harbor Day, Dave Miller, the "Home Town Boy," and Paul Branner, "Your Pal Paul," will become war bond salesmen extraordinary on their respective programs. . . . THE HOME TOWN FROLIC (daily at 8:05 a. m. and 1:05 p. m.) and REQUESTFULLY YOURS (daily at 5:05 p. m.). Listeners to these programs will be asked to purchase war bonds so as to reach the goal of $50,000 each, price of a fighting plane. As soon as this amount is attained by each a plane will be named for their programs.

HYMES LEAVES OWI

John D. Hymes, chief of the Station Relations Division of the Office of War Information's Radio Bureau, has resigned, effective December 22, it was announced today by George P. Ludlam, bureau chief.

Mr. Hymes is resigning because of illness in his family, who lives at Manhasset, N. Y. He went to the Radio Bureau in June, 1943, from Foote, Cone & Belding, New York City. Willett Kempton, Mr. Hymes' assistant, will be acting chief.

STUDIO AUDIENCE, MUSIC APPRECIATION, COMBAT JUVENILE DELINQUENCY AT WAVE

Now in its second month, a series of Friday night studio broadcasts by the Louisville Philharmonic Orchestra is reported to be wielding a combative influence on juvenile delinquency by attracting an audience of 500 weekly, limited to school children, to WAVE's largest studio.

Music appreciation via the air waves is the main objective of the Philharmonic plan but the studio audience serves as a direct factor in assembling young persons in a cultural environment.

Series is sponsored for twenty-six weeks by the Stewart Dry Goods Company, unit of the Associated Dry Goods Organization.

RADIO COUNCIL PLAN EXTOLLED

At the recent Third Regional Radio Conference held at Stevens College, Columbia, Missouri, R. C. Williams, S. J., of the Division of Languages and Literature of Rockhurst College and Treasurer of the Radio Council of Greater Kansas City, outlined some of the constructive contributions which these councils can make to better radio and better listening.

He pointed out that as listener groups, radio councils have in their hands a very powerful instrument for helping radio to maintain its high standards of excellence. "And who will deny that, for the most part, radio today *has* high standards of excellence?" said the speaker. "The instrument of which I speak is the fountain pen. The intelligent listener—the proper fruit of a radio council—will *write* the radio stations. Most often he will write to praise, because, I think we will all agree, radio is far more open to praise than it is to condemnation."

Continuing, Father Williams observes, "There is, of course, some quirk in human nature which makes most people write only when they feel impelled to condemn or to censure. Facit indignatio versum—'indignation makes verse'—or, to paraphrase the Roman poet Juvenal, 'righteous wrath makes man write.' But why, I wonder, cannot righteous satisfaction also make men write? The intelligent radio listener—because he is intelligent—is not a creature of emotion but of reason. When he experiences righteous satisfaction, when he recognizes that a radio program has conformed to a high standard of excellence, why does he not uncap his fountain pen?

"Does he feel, perhaps, that writing to a radio station is equivalent to answering an advertisement for a patent medicine? Many intelligent listeners, it would seem, do feel that way. Now, it is the function of a radio council as I see it, to dispel such erroneous notions; and where they do not exist, to arouse the listener from the apathy which holds his pen. It is enough to write a postcard, and to say: 'I listen to Superterrificolossal every night (or every week), and I thoroughly enjoy it'—period.

"Some months ago, a representative of a large manufacturing company which sponsors a network program of symphonic music told me that his firm was seriously thinking of withdrawing its support because of the lack of listener response. Yet I know a great many people who listen to that program every week with great satisfaction. But what have they done to keep it on the air? If they have written at all, they have done so only to protest that the commercials annoy them; forgetting, of course, that they probably page through the advertisements in the printed program when they attend a concert in a music hall. But forgetting also something of much greater importance—that without advertising, American radio could not bring them great orchestras and great artists—including great comedians. Forgetting too something still more important, that advertising keeps American radio free from such control as would make it a propaganda agency for the party in power, whatever that party might be.

"It is, therefore, scarcely intelligent to criticize commercials as commercials. It is quite another thing to criticize them for lack of good taste in working, placing, or delivery. Constructive criticism on these points could be helpful to radio and to its underwriters, the agencies and the sponsors."

Father Williams then appealed for a critical review of radio programs to guide the intelligent listener. He then said, "As members of radio councils, might we not urge that radio programs be reviewed more often by daily newspapers and general magazines—as the movies, the legitimate stage, and the concert stage are reviewed today? Might we not, moreover, set an example to publishers by promoting oral radio reviews on the schedules of our own organizations, just as we promote book and drama reviews?

"And finally, let us not forget, as radio council members, to congratulate radio for what it has accomplished in censorship from within. It has been asserted that radio has avoided flagrant violations of human decency because of fear of censorship from without. But the fear of censorship, like the fear of the Lord, may be the beginning of wisdom in the fields of mass entertainment and mass information, which, over the ether waves, have reached proportions never before even dreamed of in the history of mankind. Censorship from within, aided and directed by letters and postcards from intelligent listeners, is a truly democratic censorship—the free voice of a free people."

TRUTH IN ADVERTISING

Honorable R. E. Freer, Chairman of the Federal Trade Commission, speaking before the Radio Executives Club of New York at its meeting of November 20, made some very constructive observations regarding the work of the Federal Trade Commission and truth in advertising. Mr. Freer's observations should be of interest to all who are concerned with improvement in the quality of the commercial aspects of radio. They follow in full:

Federal Trade Commission's Duties

The Federal Trade Commission was set up by Congress in 1914. It is an independent agency with quasi-judicial duties. Congress gave it the task of preventing unfair methods of competition and unfair or deceptive acts and practices through compulsory proceedings where necessary and through voluntary effort where possible.

Sometimes I wonder why the Federal Trade Commission should be so closely associated in the public mind with the advertising industry, or even why it should occupy the wide horizon it seems to fill in the outlook of broadcasting. The Commission has manifold duties beyond the prevention of unfair methods of competition and unfair and deceptive acts and practices in commerce and the making of general investigations of business conduct under the organic act. Under the Robinson-Patman amendment, it deals with price discriminations and under other sections of the Clayton Act with tying and exclusive-dealing contracts, acquisitions of capital stock and interlocking directorates in competing corporations. It administers also the Webb-Pomerene Export Trade Act—now of growing importance in connection with the promotion of postwar foreign trade. And it administers the Wool Products Labeling Act designed to protect industry, trade and the consumer against the unrevealed presence of substitutes and mixtures in wool products.

Advertising Report

In the course of some remarks before the Advertising Club of New York about four years ago, I stated that the Commission had announced that advertising had been selected as one of several specific phases of distribution deemed appropriate to a factual study of Methods and Costs of Distribution. Because of apprehension expressed by some that the study might smear advertising, I offered the opinion that advertising had nothing to fear from a fair inquiry into its place in the distributive system. The Commission's report, essentially a study of peacetime advertising methods and costs, was sent to Congress—and a summary thereof published—on October 30th. I invite your reading of this report, which speaks for itself.

Among other things the report contains an analysis, by media, of advertising expenditures totaling $71,498,607 of 548 corporations in 17 industries for the year 1939. The proportional amount spent on radio advertising, 18.3% of the total, exceeded that for any other media, although only one company out of four used radio.

By way of a commercial on behalf of the Superintendent of Documents, Government Printing Office, I can tell you that the full text of his report will be off the press about December 15, 1944.

Federal Trade Commission Scope

The Commission is no copy censor and has no desire to become one. It has no authority to proceed against an advertiser unless his commercials are deceptive or misleading. Therefore, with those who prefer the old extravagant and happy days, I view with no alarm the prospective return of automobile advertising stressing the red horn button on the 1948 models distinguishing them from the preceding year's green horn button jobs.

The Topic Assigned

Truth in Advertising, the topic I was assigned, is quite appropriate as chief point of contact at which the Federal Trade Commission touches your great industry. In view of your tremendous scope; your almost miraculous achievements in war and peace; and your almost limitless future, my subject is paradoxically both relatively small and yet all comprehensive. For confidence begets friendship and with both all things are possible.

A few years back I spoke before the Advertising Club of New York on virtually the same topic and I commented then that "anyone who insists that the truth must be varnished, distorted or abandoned in order to advertise effectively is slandering your profession, and * * * the Federal Trade Commission has never required the abandonment of an advertising claim on any other ground than that it is deceptive or misleading in some particular. * * * The only censor that advertising need seriously consider is public opinion."

While no person or group recalls with exactitude what they have listened to, impressions of what they have heard have been recorded; and, while I am no expert, I do venture to assert that your reputation depends upon truthful character of the air-wave impressions recorded on the public mind.

Public opinion polls and research groups have so sounded the public's listening, reading and buying habits, that most any business can buy a reasonable facsimile of a dissected consumer. Probably on the theory that turn about is fair play, consumers today are showing quite an interest in the merchandising habits of business.

For example, the October 9, 1944, issue of Drug Trade News, in reporting a "definitely skeptical attitude" toward advertising claims reflected in a Health Teaching Syllabus circulated by the New York State Education Department, listed the following criteria and procedure for judging the soundness of advertising claims:

> "Are the statements absolute outright facts? Are the statements of such a nature that the advertiser wants you to think they are facts, and worded in such a way that the facts are not stated but intimated? Checking of packaged goods to compare radio commercials with actual labeling is advocated."

Radio advertising, as shown by the recent report of the Commission, now is at a most advantageous position, as to both profits and prestige. Networks and independent stations share in this prosperity. Isn't this a good time to consider whether proper safeguards may not be indicated to protect the whole industry from loss of face through practices of an unethical minority?

Applications for complaints to the Commission come from many sources and in accordance with its policy, remain anonymous. Probably a large majority originate with competitors and deal with a wide variety of practices but it would be both novel and pleasing to the Commission to receive a considerable volume of those relating to advertising from the advertising industry. That is where a majority of such applications should originate.

Federal Trade Commission Advertising Surveys

A majority of the matters considered by the Commission involve charges of false or misleading advertising. Although a large number of the proceedings instituted by the Commission originate from complaints by a competitor or a consumer, others are initiated on the Commission's own motion and as the result of a constant survey of advertising maintained by its Radio and Periodical Division. Begun in 1929, the survey was at first limited to magazines and newspapers. It was expanded in 1934 to cover radio commercials. Since 1939 it has included also mail order catalogs, almanacs and foreign language newspapers.

During the year ending June 30, 1944, the Commission's Radio and Periodical Division examined 298,970 advertisements contained in 1792 editions of representative newspapers and 967 issues of magazines and journals. It examined also 627,719 broadcast continuities consisting of network and individual station scripts and scripts representing the built-in advertising portions of transcription recording productions. From these scripts 19,512 advertising broadcasts were marked for further study as containing representations which might be false or misleading.

The purpose and effect of this scrutiny is twofold. First advertising representations appearing open to question are promptly challenged. Secondly representations modified as a result of Commission action are checked for possible violation of the Commission's order or the advertiser's stipulation to discontinue or modify his previous claims.

In securing the materials with which to do this job the Commission has received the cooperation of the four major network chains, 19 regional network groups and transcription producers; also 850 commercial radio stations, 504 newspaper publishers and 458 publishers of magazines, farm journals and trade publications. This cooperation was of real aid in the elimination of false and misleading advertising and deserves the public's commendation as well as the Commission's appreciation.

"Wheeler-Lea Policies"

The Wheeler-Lea amendments to the Federal Trade Commission Act make mandatory a high standard of truth in connection with the advertising of foods, drugs, therapeutic devices and cosmetics. Advertising marked for legal review by the Radio and Periodical Division during the fiscal year related to 1902 commodities. Of these 55.9% were classed as drugs, 15.4% as cosmetics and 11.3% as food designed for human or animal consumption. Since these percentages add up to 82.6%, commodities other than those within the special Wheeler-Lea provisions accounted for only 17.4% of the total.

The law empowers the Commission to require to appear in each and every advertisement of a food, drug, curative device or cosmetic full and comprehensive warning as to potential injury which may result from conditions prescribed in the advertisement or under conditions which are customary or usual. As a concession to the advertiser—although one not deemed inconsistent with the Commission's duty to the public—the Commission has adopted a policy of permitting the brief but significant admonition, "Caution: Use Only As Directed," to represent the full warning if it observes that full textual cautionary language is set forth in the labeling or on the label.

On programs containing more than one commercial, each separated by a program of entertainment, the Commission has required that the cautionary statement be repeated with each commercial, applying thereby the same requirement as it imposes on magazine and newspaper advertisers who elect to insert more than one advertisement in the same issue of a publication.

The Radio Division makes spot checks from time to time to determine whether the warning statement, "Caution: Use Only As Directed," appearing in stipulations and orders relating to potentially injurious drug or cosmetic preparations, is being slurred or de-emphasized in commercials; and whether in programs containing several commercials separated by entertainment the required caution is repeated. Respondents who have omitted "Caution" from *any* commercial or who in substance have said "Caution, take only as directed in a glass of water," or, "You are cautioned to take only as directed for the best results," have been informed that such omission or variance is not recognized as compliance.

It is "unlawful" (Section 12) merely "to disseminate, or cause to be disseminated, any false advertisement" of a food, drug, curative device or cosmetic, and although, under certain conditions (Section 14) they are exempt from *criminal liability*, advertising agencies and radio broadcast licensees have no exemption from *civil proceedings*. Advertising agencies frequently have been joined as parties to Commission proceedings. So far, however, the Commission has not undertaken to so join either any agencies or radio stations where they were deemed to have done *no more* than serve as "disseminating media." Where advertising agencies have been joined it has been because of participation in the preparation of the offending advertising. Likewise, a station has been so joined only where it appeared that station personnel had largely participated in the preparation of the false advertising. Radio stations thus acting in the capacity of the advertising agents may be joined as parties to any proceedings arising out of the falsity of advertising, in the preparation of which they so participate.

Basic Accord

We meet today on common ground and in full accord with the principle that false and misleading advertising is indefensible, harmful not only to the public at large but also to business—particularly the business of advertising.

In spite of our agreement upon the basic principles, differences of opinion occasionally arise over their application to specific cases—particularly to so-called border-line cases where the deception flows from distortion, ambiguity or half-truth aiding the aura of deceptive impression. No doubt, such cases will continue in the future to confront the Commission—their number in somewhat direct ratio with pressure to write new and startling copy designed to pep up the limping sales of old products whose properties have been rather thoroughly explained to the public in the past.

Unfortunately there is no rule of thumb for determining in advance whether border-line advertising copy will get by or be branded as false and misleading. Neither the Commission, nor the courts in reviewing Commission cases, have been able to supply the script writer with a simple and magic formula sure to keep his commercials free from criticism. The Supreme Court once described the process of individual case-by-case determination utilized by the Commission to be one of "judicial inclusion and exclusion."

Misleading Impressions

The most potent effect of the spoken—as well as of the written—word is an overall general impression. "Impression," in the language of the court, "itself is a stamping in upon the mind." Let's call it a notion which may be held, made or formed by inference with or without adequate grounds. Now then let's see what the court says concerning misleading impressions:

> "* * * the buying public does not ordinarily carefully study or weigh each word in an advertisement. The ultimate impression upon the mind * * * arises from the sum total of not only what is said, but also of all that is reasonably implied. * * * such representations are made to the public, who, we assume, are not, as a whole, experts in grammatical construction. Their education in parsing a sentence has either been neglected or forgotten. * * * The law is not made for experts but to protect the public—that vast multitude which includes the ignorant, the unthinking, and the credulous, who, in making purchases, do not stop to analyze but too often are governed by appearances and general impressions. * * * Advertisements are intended not 'to be carefully dissected with a dictionary at hand, but rather to produce an impression upon' prospective purchasers."

Another Federal Court warns us that "Words and sentences may be literally and technically true and yet be framed in such a setting as to mislead or deceive."

Some of you may be interested in concrete examples of interpretations the Commission has placed on specific advertising. Here are a couple:

> (1) "Look 10-15 years younger, the way the stars do. Why worry because you have wrinkles, lines, baggy eyes, double chin, sagging muscles or other age signs. Be amazed! Send $1.00 * * *."

None of you, I am sure, will be amazed that, the respondent having readily admitted, in answer to complaint, that its face cream would not remove or eradicate such facial age signs, the Commission's order ran against representing "directly or through inference" that it would.

> (2) "* * * This stomachio-digestive should be on the table during every meal so that every member of the family can take it according to how he feels * * * avoid all common ailments by taking regularly."

The Commission's order in part required the advertiser to desist from representing "directly or through inference" that through regular use of this product—containing alcohol and a laxative—"all common ailments may be avoided" or that it has any therapeutic value for other ailments in excess of its laxative properties and those of a "bitter appetizer."

Factually Informative Advertising

Somewhat broader than "truth in advertising," and somewhat more precise definitively, is the phrase "factually informative advertising." Truth in radio advertising contemplates that the announcer adhere to the principles of veracity in extolling the virtues of his sponsor's product. Factually informative radio advertising contemplates that the announcer not only make truthful statements imputing that product's meritorious attributes, but also, that he affirmatively disclose any dangerous potentialities that may attend its use. This accords with the act which requires the revelation of potential injury to health which may flow from use of a medical preparation under conditions which are customary or usual or are otherwise recommended in the advertising continuity. Beyond this, however, good sportsmanship appears to condemn the use of "verbal decoys" enticing "human geese" into range of concealed "quack shots." After all, also, too many gun-shy "wounded geese" spoil the hunting, and, of course, a "gone goose" lays no "golden egg."

If you ever feel that the Commission is being unduly restrictive in some particular case, I hope you will remember that it is doing its best to apply principles with which you are in accord and, by the application of such principles against non-conformists, to make it easier for advertising generally to maintain scrupulously ethical standards. I hope you will remember, too, that, while the Commission may proceed only in the interest of the public, a very large number of its cases originate in complaints of—and result in advantage to—business men who were being injured by the practices of unscrupulous competitors. Moreover, a misleading advertisement curbed by Commission action is a temptation removed from the path of all who might resort to similar deception for reasons of competitive expediency.

Progress and Prediction

Admittedly strict truth in advertising on the part of all remains a theoretical goal. The general trend is upward and the Commission at times may seek to curb types of deception which have hitherto gone unchallenged just as you may in the future come to regard many current shows to be unworthy.

"Scare stuff" today is generally considered a relic of the medicine show. The "pull" of "fancy stuff" and "pressure stuff" today is considered to have been overrated. Ambiguous and deceptive advertising today is considered "sissy" continuity, in that it has been found so often to represent an effort to by-pass the expenditure of mental effort necessary to write factually informative advertising which today is generally accepted as the most effective.

The "horse trading," "buyer beware" standards antedating the Federal Trade Commission Act of 1914 were rejected by the middle 1920's. Much deceptive concealment antedating the Wheeler-Lea Act of 1938 and the Wool Products Labeling Act of 1939 is being discarded in the early 1940's. I venture to predict that a goodly share of present day "trifling with the truth" will be outmoded in the late 1940's, with or without the enactment of additional legislation.

Cooperative Effort

And I want to make a disclaimer—the Federal Trade Commission does not seek to enter the field in which the Federal Communications Commission and other Government agencies exercise jurisdiction, nor the sphere of the Better Business Bureaus; sufficient unto us is the large field of commercial advertising which is particularly our province.

A very large proportion of newspapers in the smaller cities of our country; virtually all metropolitan journals and the better class of magazines scrutinize their advertising meticulously. They try to anticipate and avoid warnings by Better Business Bureaus or proceedings by the Commission by rejecting any suspicious or shady advertising. There are more than rumors to the effect that many radio executives are as farseeing in this respect as their newspaper competitors.

Chiselers we will always have with us, but they are easily recognized and appropriately restrained. So with the frankly dishonest. But the unethical and the merely careless elements—disliked, but tolerated in pre-war days—should be straightened out also—and by you. You are executives. That is your job.

Happily, there exists today a spread between the *minimum* requirements of law and your own self-imposed standards. I have no doubt that both will be raised in the future as they have been in the past: I hope that the *spread* not only will remain, but will widen, through elevation of your own voluntary standards of what is *best* in advertising at an even more rapid rate than any future raising of the *minimum* requirements of the law.

Conclusion

In conclusion, I want to reiterate that national advertising generally has improved greatly from the standpoint of ethical responsibility and self-restraint. Of course, there are exceptions, as may be attested by Commission stipulations and orders—but the *voluntary* standards of advertising in general—particularly as to what constitutes the *best* in advertising—have been raised just as definitely as were the *minimum* requirements of the law raised by Congress in supplementing the Commission's organic act of 1914.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, December 11. They are subject to change.

Tuesday, December 12

KMBC—Midland Broadcasting Co., Kansas City, Mo.—C. P. to change frequency, increase power, install new transmitter and vertical antenna, and change tranmitter location; **540 kc.,** 50 KW, unlimited.

Thursday, December 14

KHQ—Louis Wasmer, Inc., Spokane, Wash.—Renewal of license, **590 kc.,** 5 KW, unlimited.

KGA—Louis Wasmer, Spokane, Wash.—Renewal of license, **1510 kc.,** 10 KW, unlimited, DA-night.

Federal Communications Commission Action

APPLICATIONS GRANTED

Potomac Broadcasting Corp., Alexandria, Va.—Granted construction permit for new station to operate on **730 kc.,** 250 watts, daytime only, transmitter site to be determined, subject to procedure under Commission policy of January 26, 1944 (Commissioner Walker voting for hearing). (B2-P-3615)

KVSO—The Ardmoreite Publishing Co., Inc. (Assignor), John F. Easley (Assignee), Ardmore, Okla.—Granted consent to voluntary assignment of license of station KVSO, from the Ardmoreite Publishing Co., Inc., to John F. Easley who owns all of the outstanding capital stock of the present licensee corporation. No actual monetary consideration involved. (B3-AL-448)

WINN—Estate of D. E. Kendrick, deceased (Nelle M. Kendrick, Executrix) (Transferor), Nelle M. Kendrick, Executrix of Estate of D. E. Kendrick, deceased (Transferee), Kentucky Broadcasting Corp., Inc. (Licensee), Louisville, Ky.—Granted consent to involuntary transfer of control of Kentucky Broadcasting Corp., Inc., licensee of station WINN, from the Estate of D. E. Kendrick, deceased, to Nelle M. Kendrick, Executrix of his estate. (B2-TC-416)

KWLK—Marjory McClung, Executrix of the estate of Ray McClung, deceased, and Hugh McClung (Transferor), G. O. Chatterton (Transferee), Twin City Broadcasting Corp. (Licensee), Longview, Wash.—Granted consent to transfer of control of Twin Cities Broadcasting Corp., licensee of station KWLK, *from* Hugh McClung and Marjory McClung, Executrix of estate of Ray McClung, deceased, *to:* C. O. Chatterton, representing 140 shares, or 56% of issued and outstanding capital stock, for a consideration of $10,000. (B5-TC-393)

Herman Anderson, Tulare, Calif.—Granted petition to amend application for new station by removing Robert-Franklin as a co-applicant, and reconsidered and granted application as amended for construction permit to use **1240 kc.,** 250 watts, unlimited time, subject to Commission's policy of January 26, 1944. (Docket 6674)

DESIGNATED FOR HEARING

Hazelwood, Inc., Deland, Fla.—Designated for hearing application for construction permit for new station to use frequency of **1400 kc.,** 250 watts, unlimited time; transmitter site to be determined. (B3-P-2714)

A. Frank Katzentine, Orlando, Fla.—Designated for consolidated hearing with above application of Hazelwood, Inc., application for new station to operate on **1400 kc.,** 250 watts, unlimited time; transmitter site to be determined. (B3-P-3674)

Marshall Broadcasting Co., Marshall, Texas—Designated for hearing application for new station to operate on **1450 kc.,** 250 watts, unlimited time. (B3-P-3675)

KVOM, Inc., Marshall, Texas—Designated for consolidated hearing with application of Marshall Broadcasting Co. above, construction permit for new station, **1450 kc.,** 250 watts, unlimited time. (B3-P-3717)

LICENSE RENEWALS

The following were granted renewal of relay broadcast station licenses:

KRED, Redwood Broadcasting Co., Inc.; KTSR, Tri-State Broadcasting Co., Inc.; WAAR, Rockford Broadcasters, Inc.; WAAU, WCBG, Columbia Broadcasting System, Inc., and WCBJ, Lehigh Valley Broadcasting Co.

MISCELLANEOUS

KXA—American Radio Telephone Co., Seattle, Wash.—Passed over petition for leave to amend application without prejudice (Docket 6665).

WNLC—Thames Broadcasting Corp., New London, Conn.—Granted in part motion for continuance of hearing on application for CP (Docket 6627), and the hearing now scheduled for December 4, 1944, was continued to January 8, 1945.

KDYL—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Granted motion for additional time to file a written appearance in the matter of application for CP (Docket No. 6689), and postponed same for an additional 30 days from Nov. 29, 1944.

KSFO—The Associated Broadcasters, Inc., San Francisco, Calif.; KROW—Educational Broadcasting Corp., Oakland, Calif.—Granted in part motion for continuance of hearing on applications for renewal of licenses (Dockets 6630 and 6643) now scheduled for Dec. 6, and postponed same to Feb. 5, 1945.

WKBZ—Ashbacker Radio Corp., Muskegon, Mich.—Granted motion for continuance of hearing on applications for construction permit (Docket 6628), from December 5 to February 5, 1945.

KXA—American Radio Tel. Co., Seattle, Wash.—Granted in part motion for continuance of hearing on application for modification of license (Docket 6665), and postponed same from December 13, 1944 to January 18, 1945.

Johnson Kennedy Radio Corp., Chicago, Ill.—Placed in the pending file in accordance with Commission policy of Feb. 23, 1943, application for new commercial television station.

APPLICATIONS FILED AT FCC

560 Kilocycles

WJLS—Joe L. Smith, Jr., Beckley, W. Va.—License to cover construction permit (B2-P-2752) which authorized change in frequency and power.

WJLS—Joe L. Smith, Jr., Beckley, W. Va.—Authority to determine operating power by direct measurement of antenna power.

580 Kilocycles

WGAC—The Twin States Broadcasting Co., Augusta, Ga.—Construction permit to change frequency from **1240 kc.** to **580 kc.**, increase power from 250 watts to 5 KW daytime and 1 KW night, install new transmitter, directional antenna for night use and change transmitter location.

600 Kilocycles

WMT—American Broadcasting Co., Cedar Rapids, Iowa.—Modification of license to change corporate name to American Broadcasting Stations, Inc.

620 Kilocycles

NEW—Jackson Broadcasting Co., Jackson, Miss.—Construction permit for a new standard broadcast station to be operated on **620 kc.**, power of 1 KW, unlimited hours of operation and employing directional antenna for night use.

770 Kilocycles

KECA—Blue Network Company, Inc., Los Angeles, Calif.—Construction permit to change frequency from **790 kc.** to **770 kc.**, increase power from 5 KW to 50 KW, install new transmitter, directional antenna for day and night use, move studio and transmitter.

KECA—Blue Network Company, Inc., Los Angeles, Calif.—Special service authorization to operate on **770 kc.**, power of 5 KW and unlimited hours of operation pending completion of construction as contemplated by B5-P-3783.

960 Kilocycles

WBOC—The Peninsula Broadcasting Co., Salisbury, Md.—Construction permit to change frequency from **1230 kc.** to **960 kc.**, increase power from 250 watts to 1 KW, make changes in transmitting equipment, and install directional antenna for night use.

KROW—Educational Broadcasting Corp., Oakland, Calif.—Voluntary assignment of license to KROW, Inc.

1030 Kilocycles

KARM—KARM, The George Harm Station, Fresno, Calif.—Construction permit to change frequency from **1430 kc.** to **1030 kc.**, and make changes in the directional antenna system. Facilities of KOB.

1240 Kilocycles

WOCB—E. Anthony & Sons, Inc., near Hyannis, Mass.—Authority to determine operating power by direct measurement of antenna power.

1280 Kilocycles

KIT—Carl E. Haymond, Yakima, Wash.—Construction permit to make changes in transmitting equipment.

1340 Kilocycles

WCMI—The Ashland Broadcasting Co., Ashland, Ky.—Construction permit to install a synchronous amplifier at Huntington, West Virginia, to be operated on **1340 kc.**, 250 watts power and synchronized with WCMI.

WBRK—Monroe B. England, Pittsfield, Mass.—Authority to determine operating power by direct measurement of antenna power.

WMFF—Plattsburg Broadcasting Corp., Plattsburg, N. Y.—Transfer of control of licensee corporation from Edward H. Bragg and Leslie F. Bragg to George F. Bissell (51.88%).

1360 Kilocycles

KMO—Carl E. Haymond, Tacoma, Wash.—Construction permit to make changes in auxiliary transmitting equipment.

1400 Kilocycles

NEW—Fort Lauderdale Broadcasting Co., Fort Lauderdale, Fla.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts and unlimited hours of operation.

1450 Kilocycles

WKIP—Poughkeepsie Broadcasting Corp., Poughkeepsie, N. Y.—Assignment of license to Poughkeepsie Newspapers, Inc.

1520 Kilocycles

NEW—Calumet Broadcasting Corp., Hammond, Ind.—Construction permit for a new standard broadcast station to be operated on **1520 kc.**, power of 5 KW and daytime hours of operation. Amended: re corporate structure.

FM APPLICATIONS

NEW—International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO), R. J. Thomas, President, Newark, N. J.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43100 kc.** with coverage of 18,750 square miles.

NEW—International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO), R. J. Thomas, President, Detroit, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43100 kc.** with coverage of 22,750 square miles.

NEW—International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO), R. J. Thomas, President, Flint, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45900 kc.** with coverage of 8,045 square miles.

NEW—International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO), R. J. Thomas, President, Cleveland, Ohio—Construction permit for a new high frequency (FM) broadcast station to be operated on **43100 kc.** with coverage of 17,500 square miles.

NEW—International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO), R. J. Thomas, President, Chicago, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 14,600 square miles.

NEW—International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO), R. J. Thomas, President, Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43900 kc.** with coverage of 32,100 square miles.

NEW—Harold Thomas, Waterbury, Conn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.** with coverage of 14,300 square miles.

NEW—The KLUF Broadcasting Co., Inc., Galveston, Texas.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44500 kc.** with coverage of 940 square miles.

NEW—Airfan Radio Corp., Ltd., San Diego, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44700 kc.** with coverage of 950 square miles.

NEW—Reno Newspapers, Inc., Reno, Nevada—Construction permit for a new high frequency (FM) broadcast station to be operated on **43700 kc.** with coverage of 35,558.7 square miles.

TELEVISION APPLICATIONS

NEW—Philco Radio & Television Corp., Arlington, Va.—Construction permit for a new experimental television broadcast station to be operated on Channel #4 (**78000-84000 kc.**). Amended: re transmitter site.

W2XMT—Metropolitan Television, Inc., New York, N. Y.—Modification of construction permit (B1-PVB-40 as modified for a new experimental television station) for extension of completion date from 12-31-44 to 5-31-45.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Allen Products Co., Inc.—Misrepresentation of the therapeutic properties of a medicinal preparation called "Allen's Nijara" is alleged in a complaint issued against Allen Products Co., Inc., 602 Fifth St., N. W., Washington, D. C. (5255)

Merck & Co., etc.—A complaint has been issued charging Merck & Co., Inc., and its subsidiary, Amuno, Inc., both of Rahway, N. J., with misrepresenting the value and effectiveness of a patented product designated "Amuno," advertised and sold as a treatment to prevent moth and beetle damage to fabrics containing wool or other animal fibers. (5256)

Henry Modell & Co.—Violation of the Wool Products Labeling Act is alleged in a complaint against Henry Modell, Rose Modell and William Modell, trading as Henry Modell & Co., 280 Broadway, New York, engaged in the interstate sale of wool products including clothing and blankets. (5254)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Graphic Arts Club of Charlotte, Inc., its officers, directors, and 13 member commercial printing firms, all of Charlotte, N. C., have been ordered to cease and desist from entering into or continuing any combination or conspiracy to fix uniform prices for their products. (4517)

Imperial Candy Co., 800 Western Ave., Seattle, has been ordered to cease and desist from selling or otherwise disposing of any merchandise by means of a game of chance, gift enterprise or lottery scheme. (5046)

Superbilt Manufacturing Co., Inc., 2511 Northeast Holladay St., Portland, Oregon, has been ordered to cease and desist from misrepresenting the regular retail price and the value of the Super Rest Mattresses and matching box springs it sells in interstate commerce. (4944)

NAB Reports
The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 50, December 15, 1944

PETRILLO THREATENS NETWORKS; DEFIES NLRB

James C. Petrillo, President of the American Federation of Musicians, has notified the National Broadcasting Company and the Blue Network that he will insist upon their fulfillment of the terms of the agreements calling for the employment of AFM members as platter turners in all of their managed and operated stations.

It will be recalled that Mr. Petrillo reported to his membership regarding these agreements as follows:

"For the information of our members, during December, 1943, and January, 1944, I had five meetings in my New York office with Mr. Niles Trammell, President of the National Broadcasting Company; Mr. Mark Woods, President of the Blue Network; Mr. Paul Kesten, Executive Vice-President of the Columbia Broadcasting System, and Mr. Miller McClintoch, President of the Mutual Broadcasting System.

"In these meetings we discussed the question of our members handling the placing of records and transcriptions on turn tables in radio stations. After the conclusion of these meetings, I was successful in getting an agreement that the above companies, beginning June 1st, 1944, would employ members of the American Federation of Musicians to do this work, in all radio stations owned and controlled by the above companies. Members so employed would not be included in any minimum number of men agreement the locals might have. Also, members doing this work would only do that work and nothing else and would not be permitted to play a musical instrument. In other words, this will be a full time job. The making of wage scales and conditions for these jobs is entirely in the hands of the locals wherein stations owned and controlled by the above companies are located.

"These companies also agreed that music librarians shall be members of the American Federation of Musicians, and such music librarians also are exclusive of any minimum number of men agreement and are to do no other work than that assigned to them as music librarians and are not permitted to play a musical instrument. Their wage scales and conditions are also left in the hands of the locals in whose jurisdictions stations owned and controlled by the companies herein mentioned are located.

"Radio turners and librarians are two separate engagements. The agreement covering librarians began as of February 1st, 1944."

Then followed a list of the NBC, CBS, MBS and Blue stations which Petrillo claimed were included within these agreements.

Following the negotiations of the agreement referred to, the National Association of Broadcast Engineers and Technicians (NABET) claiming jurisdiction over the platter turners in all of the M & O stations gave notice of a strike and demanded an election to determine jurisdiction. The National Labor Relations Board, after a hearing, certified NABET as the appropriate bargaining unit for all turntable operators in the network M & O stations outside Chicago. (See NAB REPORTS pages 441 and 442.)

Despite this decision by the Board, Petrillo is insisting that the networks fulfill the contract. He is reported to contend that he does not recognize the decision of the National Labor Relations Board on the ground that NABET is a "company dominated union." To this NABET (on December 8) issued the following reply:

"During the course of bargaining negotiations yesterday morning with NBC and the Blue Network, the Bargaining Committee from NABET were advised by the networks that they had received a letter from Mr. James C. Petrillo advising the networks that the Musicians Union, on the orders of Mr. Petrillo, did not recognize the decision of the National Labor Relations Board certifying NABET as the bargaining representative for NBC and the Blue Network on the grounds that NABET was "a company-dominated Union."

"Mr. Petrillo has retained the eminent and able labor lawyer, Joseph C. Padway, as his attorney. Mr. Padway has been representing Mr. Petrillo for the past eight months with respect to NBC and the Blue Network cases. Mr. Padway has been given the Constitution of NABET and all collective bargaining agreements. Mr. Petrillo's attorney stated before the NLRB in Washington that his client would abide by and carry out whatever decision or order the NLRB would issue.

"If Mr. Padway, as the outstanding labor lawyer of the United States, believed that NABET was a company-dominated Union it is Mr. Padway's immediate duty to file such a charge with the NLRB, and if at any time during the last eight months either Mr. Petrillo or Mr. Padway believed, or had reasonable grounds to believe, or even the slightest suspicion that NABET is a "company-dominated Union" then Messrs. Petrillo and Padway should file such a charge with the NLRB and should not have wasted eight months of valuable time of the entire staff of the NLRB in going through the representation hearings during this period of time.

"If there is a company-dominated Union in the present radio broadcasting picture it is Mr. Petrillo's Union.

"NABET filed an unfair labor practice (charge) against the NBC and the Blue Network in March of 1944 with the Regional Office of the NLRB in New York. This unfair labor practice charge was based on a secret agreement the NBC and the Blue Network had made with Mr. Petrillo in January of 1944.

"By the terms of this agreement the networks agreed to hire members of Mr. Petrillo's Musicians Union as platter turners. At the time this agreement was made by the networks and Petrillo all the operations of turntables and platter turning in the NBC and Blue Network studios were performed by members of NABET under a closed shop contract. In violation of the terms of this contract, which did not expire until June 1, 1944, the networks and Petrillo made this secret deal. The agreement between the networks and Petrillo was a secret commitment that the networks made to Mr. Petrillo without any notice to NABET. In fact the first public disclosure of this secret agreement was a printed editorial that Mr. Petrillo published in the April issue of the *Musicians Magazine* when he stated that over 2,000 musicians would be employed by the networks as platter turners in studios throughout the country.

"Since Mr. Petrillo has hurled the accusation at NABET of being 'a company-dominated Union' Mr. Petrillo must either prove this charge or subject himself to a libel suit by the officers and members of NABET."

(Continued on page 464)

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of Government Relations;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel.*

PETRILLO THREATENS NETWORKS; DEFIES NLRB

(Continued from page 463)

Subsequently (December 13) Mark Woods, President of the Blue Network, issued the following release to Blue affiliated stations:

"The facts relating to the present jurisdictional dispute between the National Association of Broadcast Engineers and Technicians and the American Federation of Musicians as they relate to the Blue Network are as follows:

"In negotiating a new contract with James C. Petrillo for the AFM last January we agreed, effective in June, 1944, to employ platter turners who are members of the AFM. This agreement was part of a general contract, in which the AFM made a number of concessions and we in turn accepted the AFM jurisdiction over platter turners in order that a musicians' strike could be averted and the network continue in ordinary operation. We were acting in good faith, and had been advised that we were within our legal rights to award this jurisdiction to the AFM. NABET also claims jurisdiction over the employment of platter turners. NABET appealed to the National Labor Relations Board asking that their rights to jurisdiction be upheld. The NLRB decided that status quo should be maintained, which meant that NABET would control the jurisdiction over platter turners, except in Chicago, in which city platter turners have for many years been under the jurisdiction of AFM. The Blue Network was and is perfectly willing to accept the decision of the NLRB. However, Mr. Petrillo refuses to accept this decision and has warned our company that if we do not keep our agreement with the AFM he will order a series of wildcat strikes withdrawing musicians from our programs at sporadic intervals. We would have no adequate relief from these tactics and over a period of time it would be impossible to broadcast our leading programs due to the absence of musicians for temporary periods. It is our hope that the Courts will settle the dispute between AFM and NABET. Only in that way can either AFM or NABET be forced to accept a conclusion to the jurisdictional dispute. The Blue Network finds itself in the middle of a jurisdictional fight between the AFM and NABET. As between these two Unions we do not favor one over the other. We desire that the labor laws of the country be complied with, that our employees be represented by Unions of their own choice, and that strikes against the public interest be avoided. We are in truth helpless in this situation in that it is one where we cannot bring the issues into Court. We are faced with interference or stoppage of broadcasting by one Union or the other and until the Courts decide the case we will continue to be faced with this threat."

Yesterday (14) NABET issued the following additional statement:

"NABET will not capitulate. NABET will abide by the decision of the National Labor Relations Board and is ready to continue negotiations for new contracts with NBC and the Blue. We have acted in good faith and will not capitulate. Petrillo's refusal to comply with the decision is an affront to the NLRB. This is not a jurisdictional dispute between Unions. The issue has been clearly defined and decided by the NLRB. The dispute is between the companies and the musicians. If the musicians pull wildcat strikes the company should bring this to the attention of the War Labor Board and not be asking NABET to capitulate. It is time for the networks to decide whether they should be dominated by Petrillo or conduct a business free from holdups. Should NABET capitulate we would in effect be penalizing every radio station in the country. In fact, we would be crucifying some small independent stations who play records all day. Faced with the prospect of paying $90.00 per week for a 25-hour week the small stations would be forced out of business. Radio with the help of the technicians made the name bands. By the same token radio can break them. NABET has stood alone in this fight for the past ten months. We have conducted it in an honest and straightforward way. Our only request is that justice be served."

The vital nature of this controversy and the effect which it is certain to produce throughout the broadcasting industry has created not only widespread interest but deep concern among the broadcasters. It will be recalled that in the April issue of the "International Musician," official publication of the AFM, Mr. Petrillo announced to his membership that he had been successful in getting an agreement from NBC and the Blue under which they would, beginning June 1, 1944, employ members of the AFM to handle the placing of transcriptions and records on turntables in all of their M & O stations. He then made the following appeal:

"In my opinion if the locals of the AFM are successful in their negotiations with the local radio stations in obtaining similar agreements as those signed by the chain companies with the Federation there would be employed in a period of time some 2,000 men to do these jobs, and, when I say 2,000, I am putting it at a low figure.

"These are fine employment opportunities when you consider that today there are approximately only 2,500 live musicians working under weekly salaries in radio stations for a period ranging from 30 to 52 weeks a year.

(Signed) JAMES C. PETRILLO,
American Federation of Musicians."

President Ryan has maintained continuous and close contact with the situation and has officially consulted the members of the NAB Labor Executive Committee. In addition, several communications have been received from interested broadcasters. The views of all of these parties have been communicated to the appropriate network officials.

FCC ADOPTS ANNOUNCEMENT RULE

The Federal Communications Commission announced Wednesday (13) the adoption of a new rule relative to the form of identification and announcement of sponsored programs required by the provisions of Section 317 of the Communications Act. In announcing the new rule, the Commission stated that the purpose of the rule is to serve as a guide to broadcasting stations of their duties and obligations to disclose to the public the fact that a program is or is not paid for and, if paid for, the source of such payment.

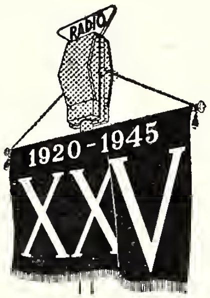
The Commission emphasized the fact that the new rule does not effect any change in better broadcasting practices and that it does not require any change in the form of commercial announcements currently used on most sponsored programs. It does not require the use of any specific words to disclose the fact that a program has been paid for but merely requires some unmistakable indication that the program is sponsored and by whom.

With reference to political programs or programs involving the discussion of public controversial issues, the rule in general requires an announcement at both the beginning and the end of the program of the fact that the program has been paid for or furnished to the station and disclosing fully and fairly the true source of such payment. In the case of ordinary commercial programs only one announcement is required.

The rule as finally adopted is in substantially the same language as printed on pages 431-432 NAB Reports (November 24, 1944).

Upon being advised of the adoption of the rule President Ryan made the following comment:

> "The adoption of the revised rule under Section 317 by the FCC is extremely gratifying. Not only do we believe that the amended rule as approved by the Commission marks a distinct improvement in the matter of program announcements, but we are deeply gratified for the opportunity which it afforded NAB to cooperate with FCC in a matter of such vital importance to the broadcasting industry's operation in the public interest. We hope that this manifestation of a cordial and understanding relationship between the Government's regulatory agency and the industry's trade association may be more fully developed."



OFFICIALS OF FOUR NETWORKS MEET ON 25TH ANNIVERSARY PLANS

Network Committee to Function

Plans for industry observance of Radio's Twenty-Fifth Anniversary throughout 1945 were discussed by officials of the four major networks in New York City Tuesday, December 12.

Meeting with Harold Ryan, NAB president, and Willard Egolf, director of public relations, at the Waldorf-Astoria, twenty executives of NAB, CBS, Blue and Mutual were presented with a suggested format for nation-wide activity in radio's silver anniversary year, which has been "Pledged to Victory!"

The meeting, called at 12:30 noon, adjourned at 3:00 p. m. after an exploration of the many possibilities for Twenty-Fifth Anniversary observance in network programming, advertising, sales, public relations, publicity and promotion.

Harold Ryan was requested to appoint a committee composed of top management executives in the four networks to function throughout the year. Further deliberations are planned for this committee as soon as the names are announced.

Network executives present were:

From Blue Network Co., Hubbell Robinson, Keith Kiggins, Robert Kintner and Fred Smith; from Columbia Broadcasting System, Frank Stanton, Herb Akerberg, Douglas Coulter, George Crandall and William C. Gittenger; from National Broadcasting Co., Clarence Menser, Sid Eiges, James W. Gaines, Charles B. Hammond, Roy C. Witmer and Tom McCray; from Mutual Broadcasting System, Phillips Carlin, Carl Haverlin, Jim Barnes, Robert Schmid and Jim O'Bryon.

RADIO MANUFACTURERS ASSOCIATION TO OBSERVE RADIO'S 25TH ANNIVERSARY

Full cooperation in the observance of Radio's Twenty-Fifth Anniversary has been voted by the Advertising Committee of the Radio Manufacturers Association, NAB was advised by Bond Geddes, Executive Vice-President of RMA.

Plans were developed at a meeting of the RMA Advertising Committee in Chicago, December 5. The Committee will request RMA members to tie in their company advertising with the Twenty-Fifth Anniversary and to aid broadcasting interests in every way feasible in the observance.

"RMA Production Bulletin" of December 8, which goes to all members, carried a report of the Committee's action and request for cooperation.

A previous RMA Bulletin carried the NAB release of November 28 announcing the year-long observance for 1945.

The "NAB Special Twenty-Fifth Anniversary Bulletin", published with NAB Reports of December 8, is being distributed to radio set and tube manufacturers.

BROADCAST MEASUREMENT BUREAU MEETING

The Negotiating Committees of the National Association of Broadcasters, the Association of National Advertisers and the American Association of Advertising Agencies will meet in New York, Friday, December 15. The purpose of the meeting is to finally review and adopt articles of incorporation and corporate by-laws preparatory to actual filing. It is also the intent of the committees to select an individual who will prepare a presentation of the Bureau project which he will make at all district meetings starting in January. It is the intention of the Negotiating Committees, which will constitute the Bureau's Board of Directors when it becomes incorporated, to progress quickly with the objective of starting actual circulation measurements in the Spring of 1945. This, of course, is contingent upon securing the necessary financial support through station subscriptions.

The committees of the three Associations are as follows:

For the NAB: J. Harold Ryan, NAB President; Roger W. Clipp, WFIL, Philadelphia; Hugh M. Feltis, KFAB, Lincoln; Frank M. Russell, NBC; Frank Stanton, CBS.

For the AAAA: Frederic Gamble, AAAA President; Leonard T. Bush, Vice President, Compton Advertising Agency; Carlos Franco, Head of Station Relations, Young and Rubicam; Linnea Nelson, Chief Time Buyer, J. Walter Thompson Company; D. E. Robinson, Director of Research, Pedlar and Ryan.

For the ANA: Joseph M. Allen, Assistant Vice President and Advertising Manager, Bristol-Myers Company; Robert F. Elder, Director of Market Research, Lever Brothers Company; A. N. Halverstadt, Director of Media, Procter and Gamble Company; J. A. Miller, Advertising Director and Sales Promotion Manager, Standard Oil Company of New Jersey; Donald B. Stetler, Advertising Director, Standard Brands, Inc.

BMI TO ARRANGE, PUBLISH, RECORD "XXV" MUSICAL SIGNATURE

So that stations may have Radio's Twenty-Fifth Anniversary musical signature in every usable form, Broadcast Music, Incorporated, will arrange and furnish library copies of the "XXV" composition, Merritt Tompkins, President of the industry's music publishing firm, announced this week.

In addition, BMI will employ musicians and record various arrangements for desired effects.

The platter will also contain one or more complete Anniversary announcements, Tompkins contemplates.

Further details on the recording, including plans for distribution to stations, will be announced immediately.

It is hoped that the job may be completed and in station hands before the end of this month.

PEABODY AWARDS ENTRY DEADLINE JANUARY 10, 1945

Athens, Georgia, December 9, 1944: The final date for 1944 entries for the George Foster Peabody Radio Awards will be Wednesday, January 10, 1945. This reminder was issued today by John E. Drewry, Dean of the Henry W. Grady School of Journalism, University of Georgia, which administers these awards. The entries should be sent to Dean Drewry and each entry should give title of program, name of station or network, address, classification in which entry is submitted, name of person making entry, whether or not entry is accompanied by a transcription, and a brief description of the program, with reasons why it should be considered for an award.

The classifications in which awards will be made this year are:

1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1,000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1,000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

Entries may be submitted by stations, networks, radio editors of newspapers and magazines, listener groups, or any person or organization wishing to direct the attention of the Peabody Board to a special program.

In addition to the entries, the Peabody Board will consider recommendations of several hundred listening-post committees which have been set up throughout the United States.

TREASURY RELEASES NEW SERIES OF 39 "SALUTES" MAY BE SPONSORED

In accordance with industry opinion as expressed at the Chicago NAB War Conference, Treasury Department has authorized an interim series of thirty-nine (39) transcribed quarter hour "Salute" programs. They are to follow pretty much the same format of previous "Salutes."

Broadcast of the new series is authorized to begin on Monday, Dec. 18, with release at the rate of three per week. Programs may be sponsored at the option of the broadcaster.

At the close of the day (15) twelve complete shows will have been shipped to stations which had ordered all Treasury transcriptions offered during the 6th War Loan.

Order From Smith

Broadcasters not on this list, but desirous of playing the series, should request transcriptions from:

Robert J. Smith, Chief, Radio Section
War Finance Div., Treasury Dept.
Washington Bldg.
Washington 25, D. C.

First transcriptions were shipped on Nov. 29. Treasury will try to maintain a station stock pile of six shows.

SHIP MORE "LET'S GO TO TOWN" SHOWS

Five more "Let's Go to Town" programs have been completed and shipped to Armed Forces Radio Service as follows:

Atlanta area, by John M. Outler, Jr., WSB, *TFC.
Buffalo area, by C. Robert Thompson, WBEN, *TFC.
Denver area, by Robert B. Hudson, Rocky Mt. Radio Council, *TFC.
Detroit area, by Leo Fitzpatrick, WJR, *TFC.
Green Bay area, by Rev. James A. Wagner, WTAQ, *TFC.

Still Behind Schedule

Though now behind schedule in completed shows, the industry should be able to overcome its deficit during December by rigid adherence to commitments previously given. Army is counting on them.

More December Programs

Programs for December completion, heretofore unreported, include:

Champaign area, Frank Mills, WDWS, *TFC.
Memphis area, Roy Wooten, WREC, *TFC.
New Orleans area, W. H. Summerville, WWL, *TFC.
Omaha-Lincoln area, Harold Hughes, KOIL, *TFC.

Five additional shows have been reported for January production. They will be listed later in the month with other January programs previously scheluled but unannounced.

Scripts in for Clearance

Kansas City area, Roderick Cupp, KMBC, *TFC.
New Bedford area, Hugh R. Norman, WNBH, *TFC.
Youngstown area, J. L. Bowden, WKBN, *TFC.

FIRST ANNUAL TELEVISION CONFERENCE WELL ATTENDED

The First Annual Conference of the Television Broadcasters Association (TBA) was held in New York City Monday and Tuesday (11-12). Nearly 800 registered and the total attendance may have exceeded 1200. The great interest in television being manifest throughout the nation was evidenced by the attendance at the conference of representatives from many industries and professions. Among those in attendance were representatives of television and broadcast stations; the stage; motion picture industry; manufacturers of radio, television and motion picture equipment and advertising agency people. NAB was represented by Howard S. Frazier, Director of Engineering.

Dr. Allen B. DuMont, retiring president of TBA, opened the meetings with an address of welcome. Among others who addressed the conference were E. W. Engstrom, Director of Research, RCA Laboratories; Dr. W. R. G. Baker, Vice President, General Electric Company and Chairman of RTPB; John F. Royal, Vice President, National Broadcasting Company; Robert L. Gibson, General Electric Television Executive; Thomas H. Hutchinson, in charge of production for the RKO Television Corporation; Harold

---

* Task Force Commander.

S. Osborne, Chief Engineer, A. T. & T. Company and Commander William Eddy, USNR, on leave from the Balaban and Katz Corporation of Chicago.

The Monday luncheon speaker was Lewis Allen Weiss, Vice President of the Don Lee Broadcasting Network and retiring TBA Vice President. Mr. Weiss expressed his views on television economic problems and took issue with the Columbia television recommendations presented to the FCC.

Panel meetings were held on the afternoon of the opennig day, dividing the attendance into seven specialized groups as follows:

Broadcasters, Samuel H. Cuff, Chairman; Manufacturers, C. A. Priest, Chairman; Program Producers, Thomas H. Hutchinson, Chairman; Advertising Agencies, William H. Weintraub, Chairman; Newspapers, Clifford Denton, Chairman; Talent, William Morris, Chairman; Theatres and Motion Pictures, Paul Larsen, Chairman.

The Broadcasters Panel was attended by approximately 40 broadcasters and others associated with the broadcast industry. The Annual Banquet was held on Monday evening with a capacity attendance of 1,000. A presentation of the TBA 1944 Awards was made at the banquet.

For Technical Pioneering in Television

First Award—Dr. Vladimir K. Zworykin—RCA Laboratories, Princeton, N. J.

Citation: For development of the iconoscope and the storage principle of picture pick-up, resulting in the first practical television pick-up equipment

Co-ordinate Awards

F. J. Bingley—Philco Radio and Television Corp., Philadelphia, Pa.

Citation: For improvement in contrast of television pictures through flat face tubes and experiments on link operations particularly as regards outdoor events.

Dr. Allen B. DuMont—Allen B. DuMont Laboratories, Passaic, N. J.

Citation: For the development of the cathode ray tube to a satisfactory commercial instrument of television control and reproduction.

Lloyd Espenscheid—Bell Telephone Laboratories, New York City.

Citation: For adopting the co-axial cable to transmitting wide bands of radio frequency suitable for modern television.

Philo T. Farnsworth—Farnsworth Radio and Television Corp., Ft. Wayne, Indiana.

Citation: For work on television scanning methods and the electron multiplier.

Dr. Peter Goldmark—Columbia Broadcasting System, New York City.

Citation: For work in the development of motion picture pick-up equipment and electronic analysis and control of equipment for color television.

Program Awards

Note: These awards are made on the basis of 1944 activities but because the economic problem at present overshadows the artistic one, they are made on the basis of contribution to the solution of the economic problems of programming.

First Award—Station WABD—Allen B. DuMont Laboratories, New York City.

Citation: For making its facilities available to all for study of the correlation of economic and artistic problems of television production.

Recipient: Sam Cuff, Station Manager.

Station WNBT—National Broadcasting Company, New York.

Recipient: John Williams.

Station WRGB—General Electric Company, Schenectady, New York.

Recipient: Robert Gibson.

Station WPTZ—Philco Radio & Television Corporation, Philadelphia, Pa.

Recipient: Paul Knight.

Citation: For the first examples in the world of network operation and resulting division of program costs.

Station WCBW—Columbia Broadcasting System, New York City.

Citation: For successful lifting of a radio broadcasting program usually heard in sound only to the field of visual and sound entertainment. The Program—"The Missus Goes a-Shopping."

Recipient: Worthington Miner.

Station W6XYZ—Television Productions, Inc., Hollywood, California.

Citation: For the introduction of motion picture techniques to television programming.

Recipient: Klaus Landsberg.

For General Contribution to Television

Note: This award again does not cover the past year but it is a summation of the efforts of many years.

First Award—General David Sarnoff—on leave from the Presidency of Radio Corporation of America.

Citation: For his initial vision of television as a social force and the steadfastness of his leadership in the face of natural and human obstacles in bringing television to its present state of perfection.

Other Awards—W. R. G. Baker—Vice President, General Electric Company, Schenectady, New York.

Citation: For his leadership in standardizing television through the National Television Systems Committee and supporting it through the Radio Technical Planning Board.

Dr. A. N. Goldsmith—Consulting Engineer, New York City.

Citation: For his work on the N. T. S. C. and the R. T. P. B. and his vision of the relationship of the motion picture and television.

David B. Smith—Philco Radio & Television Corp., Philadelphia, Pa.

Citation: For his work on the National Television Systems Committee and his planning of television future as panel chairman with the Radio Technical Planning Board.

Brigadier General David Sarnoff, RCA President, addressed the banquet. He spoke of the long years of television development and his early association with Dr. V. K. Zworykin and other scientists and engineers who have contributed to the development of television.

On Tuesday afternoon the Television Broadcasters Association Annual Business Meeting was held, followed by a meeting of the Board of Directors. Officers elected for the ensuing year were:

President, J. R. Poppele; Vice-President, Robert L. Gibson; Secretary-Treasurer, Will Baltin; Assistant Secretary-Treasurer, O. B. Hanson.

The following Directors were elected for a three year term:

Curtis W. Mason, F. J. Bingley, Allen B. DuMont, J. R. Poppele.

LEGISLATIVE COMMITTEE MEETS

The Legislative Committee held a one day meeting in Washington on Wednesday, December 13, 1944, to consider the Legislative situation.

The following members of the Committee were present:

Don S. Elias, WWNC, Asheville, N. C., Chairman; Clair R. McCollough, WGAL, Lancaster, Pa.; Joseph H. Ream, CBS, New York, N. Y.; J. Leonard Reinsch, WSB, Atlanta, Georgia; Frank M. Russell, NBC, Washington, D. C.; James D. Shouse, WWL, Cincinnati, Ohio; Harry R. Spence, KXRO, Aberdeen, Washington.

The two other members of the Committee, G. Richard Shafto, WIS, Columbia, S. C., and O. L. (Ted) Taylor, KGNC, Amarillo, Texas, were unable to be present.

ELLIS RETURNS AS ACTING DIRECTOR

Ray Ellis, of New York City, formerly director of the Radio and Radar Division of the War Production Board, has been recalled as acting director during the absence of Director L. J. Chatten, who is on sick leave, Hiland G. Batcheller, Chief of Operations of WPB, announced today.

Mr. Ellis retired as director of the division on October 1, 1944, to resume his association with the General Motors Corporation, after active service with WPB for more than three years.

STATION MAN WINS $500 WAR BOND IN BAND-NAMING CONTEST

Bayliss Corbett, News Department, WNAX, won first prize, a $500 War Bond, for his suggestion "The Tune Chasers and Bonnie King," as a name for a new Arthur B. Church musical unit to appear as a transcribed library.

Twenty-two others in the field of advertising and radio won $25 War Bonds, duplicate prizes being awarded in two instances.

FCC EXPRESSES VIEW ON "PUBLIC INTEREST"

The Federal Communications Commission in its recent decision granting the application of the Iowa State College of Agriculture for additional hours of operation before sunrise on the 640 clear channel contains statements concerning the "public interest" which every broadcaster should read and understand. The Commission's Findings, the concurring opinion of Commissioners Walker and Durr and the dissenting opinion of Commissioners Jett and Case are therefore printed in full.

Before the Federal Communications Commission
Washington, D. C.

In re Application of
IOWA STATE COLLEGE OF AGRICULTURE AND MECHANIC ARTS (WOI)
AMES, IOWA
For Special Service Authorization

B-207
DOCKET NO. 6541
FILE NO. B4-SSA-79

Findings of Fact, Conclusions and Order

By the Commission: (Jett and Case, Commissioners, dissenting)

1. This proceeding arose upon the application of Iowa State College of Agriculture and Mechanic Arts, licensee of Station WOI (640 kc, 5 kw, daytime hours), Ames, Iowa, for special service authorization under Section 1.366, Federal Communications Commission Rules and Regulations, to authorize operation of Station WOI from 6:00 a. m., CWT, until local sunset, in lieu of operation from sunrise until sunset at Ames.[1]

2. Upon examination thereof, the Commission, on August 3, 1943, granted the application to the extent of authorizing operation of Station WOI under a schedule beginning at 6:00 a. m., CWT, with power reduced from 5 kw to 1 kw during operation before local sunrise. This action was protested by Earle C. Anthony, Inc., licensee of Station KFI (640 kc, 50 kw, unlimited time), Los Angeles, in a petition for reconsideration of the application and denial thereof or for a hearing on the application. Upon consideration of the petition, the action granting the application was set aside and the matter was designated for hearing upon issues designed to determine the extent of any interference which might be expected to result from operation of WOI upon the proposed time schedule (beginning at 6:00 a. m., CWT) with 1 kw or 5 kw power; the areas and populations which might be expected to lose primary or secondary service as a result of interference; the services available in such areas from other stations; the nature and character of the program service which might be restricted or impaired through interference from WOI; and whether the granting of the application would tend toward a fair, efficient and equitable distribution of radio service as contemplated by Section 307(b) of the Communications Act. The Commission directed that the petitioner, Earle C. Anthony, Inc., be made a party to the proceedings. Hearings were held on the application October 26 and 27, 1943. Proposed findings were thereafter submitted by the applicant and by the petitioner.

3. Iowa State College of Agriculture and Mechanic Arts, applicant in this proceeding, was organized in 1858, under a special act of the Legislature of the State of Iowa to further the cultural interests of residents of the State. Major educational courses are offered in agriculture, engineering, home economics, veterinary medicine and science. In normal times, the enrollment is 6,000 to 6,500 students in attendance with a faculty of more than 500. The benefits of research and other educational activities of the College are extended to residents throughout the state through the Iowa State College Extension Service. Methods employed for that purpose include meetings conducted by specialists, publication of bulletins, and the use of radio broadcast facilities.

4. Station WOI was established in 1922 to be operated as an educational service of the College. The station is licensed for operation with 5 kw power, daytime, on the frequency 640 kc, and is operated upon a noncommercial basis under the immediate direction of a specialist in radio in the Extension Service.

5. Earle C. Anthony, Inc., the petitioner in this proceeding, is the licensee of Station KFI, Los Angeles, which was established in 1922. Station KFI is licensed for operation with 50 kw power, unlimited time, on the frequency 640 kc, and is operated upon a general commercial basis. It is the outlet for network programs of the National Broadcasting Company in the Los Angeles area.

6. The respective licenses under which WOI is assigned daytime hours of operation while KFI is assigned unlimited time, provide for operation on the frequency 640 kc, in accordance with provisions of an allocation plan established by Commission regulations. Section 3.25(a) provides for the use of the frequency 640 kc for operation of one unlimited time station of not less than 50 kw power and for operation of other stations with limited time or daytime only.

7. The applicant's license for operation of WOI as a day-time station and applicable rules and regulations authorized operation from 6:00 a. m., CST, until local sunset prior to the adoption of amended regulations, effective April 13, 1940, which had the effect of limiting the time the station might be operated to time between local sunrise and sunset at Ames. A provision was made in Order No. 74 promulgated June 7, 1940, for operation of standard broadcast stations licensed as daytime or limited time stations between 4 o'clock a. m. local standard time and local sunrise. However, this Order was cancelled October 14, 1941 when Section 3.87 relating to program transmissions prior to local sunrise was promulgated. Section 3.87 provides for operation of daytime stations between the hours of 4 a. m. local time and local sunrise under certain conditions but excepts from its provisions any class II station causing interference by use of its daytime

---

[1] Average sunrise time by the month at Ames, Iowa, is shown in official tabulations employed by the Commission, as follows: 8:45 a. m. during January; 8:15 a. m. during February; 7:30 a. m. during March; 6:30 a. m. during April; 6:00 a. m. during May; 5:30 a. m. during June; 5:45 a. m. during July; 6:15 a. m. during August; 7:00 a. m. during September; 7:30 a. m. during October; 8:00 a. m. during November; and 8:30 a. m. during December.

facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the class I station is located east of the class II station in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station to begin operation prior to local sunrise. Under these conditions Station WOI may not be operated prior to local sunrise with the result that the applicant is not permitted to broadcast a program feature developed especially to serve the interests of its area at a regular early morning hour when the service would have its greatest value and be most effective.

8. The applicant's service area is in a highly developed agricultural area noted for its production of crops and live stock. The state of Iowa has a total population of 2,538,268, of which more than 57% is rural population. Census reports show that there are 701,824 homes in the state and that there are more than 633,000 radio receiving sets in use, from which it appears that there are radio sets for nine out of every ten homes. Radio broadcast stations located in various communities throughout the state provide services designed to serve interests of residents engaged in agricultural occupations. It is to be noted from evidence presented in this record that licensees find it appropriate to broadcast programs presenting market information, news, and other matters of special interest to farmers in early morning schedules. Station WHO, a 50 kw station located in Des Moines, broadcasts farm news and markets from 6:30 a. m. to 6:45 a. m.; WMT at Cedar Rapids has a similar program at 6:15 a. m. to 6:30 a. m.; KMA at Shenandoah broadcasts a program under the title "Farm Front" at 6:00 a. m. to 6:30 a. m., and similar programs are broadcast on schedules beginning between 6:00 and 6:45 a. m. by WOC, Davenport, KBIZ, Ottumwa, KBUR, Burlington, and KGLO, Mason City. The program matter which applicant formerly broadcast regularly from 6:00 a. m. to 7:00 a. m., and which it proposes to broadcast regularly at that hour is prepared under the direction of applicant's Extension Service to present market information and analyses, news, information regarding available bulletins, government announcements, and five or ten-minute educational talks on farm subjects by faculty specialists in a program introduced and interspersed with selected music. Market information broadcast in this program is received by applicant through a specially leased wire teletypewriter service from the United States Department of Agriculture. Specific information with respect to nearby markets is on the teletypewriter when it begins operation at 6:00 a. m., and is available for immediate transmission. The farmer or stockman must necessarily have market information at an early hour in order to sell or buy on markets of the same day.

9. Surveys which have been made of radio listening habits in the state of Iowa indicate that WOI has a very extensive audience of regular listeners, particularly in the villages and on farms, though one other station, which is authorized to operate on a clear channel with 50 kw power, unlimited time, has a much larger audience, and another station, operating unlimited time with 5 kw power, apparently has a slightly greater audience of regular listeners.

10. The interference issue arises from the fact that the petitioner's station KFI, Los Angeles, is located to the west of WOI, Ames, Iowa, and that nighttime transmission conditions would obtain over the entire area between the two stations during such time as operation of WOI at 6:00 a. m., CWT, would occur prior to sunrise at Ames. There is a geographical separation of more than 1400 miles between the stations and a difference in time of two hours and, accordingly, such interference as operation of WOI at 6:00 a. m., CWT, prior to local sunrise might cause to KFI would affect programs of the latter station broadcast from 4:00 a. m., PWT, until sunrise time at Ames. The maximum length of this period is two hours and forty-five minutes in the month of January, when the average sunrise time at Ames is 8:45 a. m., CWT. Programs broadcast from KFI from 4:00 a. m. to 6:45 a. m., PWT, consist in the main of recorded and transcribed musical entertainment but have also included announcements of Anthony Automotive Company, news matter at 6:15, and a network program known as the "National Farm and Home Hour," which appears to have been broadcast from KFI at 6:15 a. m., PWT.

11. The evidence concerning the extent of the interference which might be expected to result from operation of Station WOI with 5 kw power prior to local sunrise simultaneously with KFI shows that the service of WOI would probably be limited to areas within the 3.2 mv/m field strength contour and that the service of KFI would be limited to areas within the 1.08 mv/m ground wave contour. Interference to the primary service of KFI would probably extend over an area of 8,300 to 13,000 square miles, with a population of 60,000 to 100,000. In addition, the entire secondary service area of the station would be subjected to interference. Station WOI, even though limited by interference to the 3.2 mv/m contour, would still have a good service area of 13,300 square miles with a population of 498,000, not including the population of communities of more than 10,000 located outside the 10 mv/m contour.

12. The operation of Station WOI with 1 kw power may be expected to provide service over an area of 4,760 square miles with a population of 199,600 without causing interference to the primary service area of Station KFI. But operation of WOI beginning at 6:00 a. m., CWT, during the months when that hour occurs prior to sunrise at Ames may be expected to cause interference to approximately 40% of the secondary service area of KFI, within the 500 uv/m 50% field strength contour[2] of the station. During the month of December, when the average sunrise time at Ames is 8:30 a. m., CWT, the interference caused to KFI would continue until 6:30 a. m., PWT. In January, when the average sunrise time at Ames is 8:45 a. m., CWT, the interference would continue until 6:45 a. m., PWT, and in February, when the average sunrise time at Ames is 8:15 a. m., CWT, the interference would continue until 6:15 a. m., PWT. It is apparent from the foregoing that interference to the service of KFI after 6:00 a. m. may be avoided by excluding from the operating schedule of WOI the time between 8:00 a. m., CWT, and local sunrise at Ames during the months when sunrise occurs after 8:00 a. m., CWT. The actual time to be excluded, as indicated by reference to average sunrise tables published by the Commission, in terms of Central War Time, would be the time from 8:00 to 8:30 a. m. in December; 8:00 to 8:45 a. m. in January; and 8:00 to 8:15 a. m. in February.

13. There are three other broadcast stations in position to serve relatively small portions of the area in which the primary service of KFI would be subject to intereference. Secondary service is available throughout the area in which the secondary service of KFI would be subject to interference from other stations in the Pacific, Mountain, and Central Time Zones. Other service is available throughout the WOI service area from WHO, Des Moines, and in portions of the service area other service is available from KVFD, Fort Dodge, KFJB, Marshalltown, WMT, Cedar Rapids, and KRNT and KSO, Des Moines.

14. The applicant's request is for authority under Section 1.366, FCC Rules and Regulations, to commence operation at 6:00 a. m., CWT, when that hour occurred prior to local sunrise at Ames, subject to the condition that the authority might be terminated immediately should any condition develop which in the judgment of the Commission would require such action.

15. The service which this applicant proposed to render is shown to be of special value and of public interest. Operation of applicant's station with 5 kw power beginning at 6:00 a. m., CWT, during the months when that hour occurs prior to sunrise at Ames would cause substantial interference to the primary as well as the secondary service of Station KFI. However, a substantial service may be provided by Station WOI during this period through operation of the station with 1 kw power without causing interference to the primary service of KFI. This operation may

---

[2] The secondary services of Class I-A stations are normally protected to the borders of the country from stations operating on the same frequency. However, Section 3.87 provides that limited time or daytime stations may commence operation prior to local sunrise provided interference is not caused within the 500 uv/m, 50% of the time, contour of Class I stations.

be expected to cause some interference to the secondary service of KFI, but such interference may be restricted to the time prior to 6:00 a. m., PWT, through exclusion from the operating schedule of WOI of any operation after 8:00 a. m., CWT, prior to local sunrise at Ames, Iowa.

16. Upon consideration of the entire record, including proposed findings and conclusions, exceptions, briefs and argument, the Commission finds that public interest, convenience and necessity will be served by the issuance of a special service authorization under Section 1.366 for operation of WOI with 1 kw power from 6:00 a. m., CWT, until 8:00 a. m., CWT, or until average local sunrise time at Ames, whichever is earlier.

IT IS ORDERED, This 29th day of November, 1944, that the application of Iowa State College of Agriculture and Mechanic Arts (WOI), for special service authorization BE, AND THE SAME IS HEREBY, GRANTED effective December 9, 1944, with terms and conditions as follows:

Operating Power: 1 kw.

Hours of Operation: 6:00 a. m., CWT, until 8:00 a. m., CWT, during the months of December, January and February; 6:00 a. m., CWT, until average local sunrise time at Ames during other months when 6:00 a. m., CWT, occurs prior to local sunrise.

Period of Authorization: To run concurrently with the license of Station WOI, subject to the condition that the authority might be terminated immediately without hearing should any condition develop which in the judgment of the Commission would require such action.

FEDERAL COMMUNICATIONS COMMISSION,
T. J. SLOWIE, *Secretary.*

Separate Concurring Opinion of Commissioners Walker and Durr

We concur in the result because we feel that the public interest will be better served by a partial grant of the application than by a denial. However, it is our opinion that the application of the Iowa State College of Agriculture and Mechanic Arts should be granted in full and a Special Service Authorization be issued for the operation of Station WOI at its full power of five kilowatts from 6:00 a. m. CWT to local sunset.

The Commission's decision, as contrasted to a grant of the application in full, requires a contraction of WOI's service area during the early morning hours from 13,300 square miles (having a population of approximately 498,000) to 4,760 square miles (having a population of only 199,600). It further means that WOI must go off the air entirely from 8:00 to 8:30 a. m., CWT during December, from 8:00 to 8:45 a. m., CWT during January, and from 8:00 to 8:15 a. m., CWT during February.

A full grant of WOI's application would not provide WOI listeners with a new service at the expense of a service long enjoyed by listeners of KFI. On the contrary, it would merely restore to WOI's listeners a very important service which they had received for a long period of time prior to February 9, 1942, when the Commission required its discontinuance.

It is true that WOI, operating with full power, would cause some interference to a portion of the KFI service areas during the hours before sunrise. However, we do not think that the public interest can be measured solely in terms of the range or intensity of an electrical impulse without regard to what that impulse carries in the way of a program. Nor can public interest be measured quantitatively only in terms of population residing in a particular service area, or even in terms of actual listeners. The early morning service which WOI seeks to restore was not designed primarily to entertain or amuse. This service is of a specialized nature and is directed toward assisting the farmers of Iowa, one of our most important agricultural states, in the serious business of earning their livings and producing crops of tremendous importance to the entire country. The early morning market news may well decide for the farmer the very practical question as to whether he will spend the day hauling his produce to market or working on his farm.

The early morning programs of KFI, on the contrary, consist mainly of recorded and transcribed musical entertainment and advertisements, except for a news program carried at 6:15 a. m. and a national network program known as the *National Farm and Home Hour*, which appears to have been broadcast on some days prior to the hearings, but which has since been dropped from the network except for one day each week. Moreover, there is a two-hour difference of time between Ames, Iowa, and Los Angeles, California. Any interference to KFI would, therefore, come between 4:00 a. m. and two hours before sunrise at Los Angeles, a period when few people are likely to be listening to their radios. In Iowa, however, the period in question begins at 6:00 a. m., a time when most farmers are up and stirring and customarily use the radio for the latest market news and other farm information.

We are not impressed with the testimony offered as to the general listener audience of WHO, De Moines, or with the fact that WHO also carries an early morning farm program. As has been stated, WOI's early morning service was a specialized service designed for a specialized, and therefore limited, audience. Moreover, the business of farming is not such a simple affair that one program or series of programs can tell a farmer all he needs to know about his farm problems.

On June 7, 1940, the Commission adopted a general order permitting all daytime and limited time stations to begin operation at 4:00 a. m., local standard time. In explanation of this action, the Commission issued a press release on June 10, 1940, in which it stated:

> "Early morning broadcast service to many rural sections now denied such service is invited by Federal Communications Commission action in authorizing daytime and limited-time standard broadcast stations to begin operation at 4 a. m., local standard time.
>
> "Many farmers and other dwellers in rural areas arise before sunrise and in the past have had to rely upon distant broadcast stations for program service. The new ruling, announced today, will permit local stations generally to start broadcasting earlier, thus furnishing farm communities with general news and vital information concerning local weather conditions and agricultural market reports at the beginning of the work day.
>
> "Although some interference may result from this new opportunity to broadcast between the hours of 4 a. m. and sunrise, the Commission believes that the overall effect of its order will be to benefit particularly those residents of farming areas who have heretofore not had such early local program service."

This order was revoked upon the adoption of Section 3.87 of the Commission's Rules and Regulations, but certainly this early morning service to farmers is no less important today, when the fullest production from our farms as well as our factories is so vital to the prosecution of the war.

The theory of our system of broadcasting is that it should be competitive. Certainly we would not feel justified in depriving a substantial audience of a favorite news commentator or entertainment program merely because some other commentator or entertainment program would still be available. Competition in broadcasting should mean more than competition between commercial stations for advertising revenues. Of far greater importance, from the standpoint of the public interest, is the competition for listeners on the basis of the quality of program service. Certainly a state agricultural broadcasting station specializing in the problems of farmers and having special facilities for bringing them the latest market reports from the United States Department of Agriculture should not, except upon the most compelling grounds, be excluded from competition with a commercial station whose interest in the farmer, as a farmer, is secondary to its interest in him as a part of an advertising market.

Subsection (b) of Section 3.87 of the Rules and Regulations provides as follows:

> "Any station operating during such [early morning] hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission."

Under all the circumstances presented in this case, we are not satisfied that the early morning operations of WOI resulted in such "undue" interference as to have warranted the notification to WOI that it must suspend its early morning operation. But even assuming that a grant in full of the present application contravenes Section 3.87, that fact is not the decisive factor in the Commission's decision of this case. The decision as drawn would also contravene Section 3.87, the difference being only one of degree. Moreover, the rules relating to early morning broadcasting operations have been modified and amended a number of times in recent years. Certainly no special sanctity attaches to Section 3.87, or any other rule of the Commission, which would outweigh an outstanding public interest. We feel that in any case where a rule which we ourselves have adopted serves to defeat the public interest, such rule should be modified or amended, or repealed if necessary, to the end that public interest will be paramount.

JETT, COMMISSIONER, DISSENTING:

I concur in the opinion of the majority of the Commission that the farm news and market information proposed to be transmitted by WOI would be of special value. However, the opinion discloses that a number of other stations in the State of Iowa broadcast farm news and market information during the early morning hours when WOI proposes to operate. Furthermore, the application may not be granted under the provisions of Section 3.87 of the Commission's Rules and Regulations. This rule in effect provides that the transmission of programs by WOI between 4:00 a. m., local standard time, and local sunrise, may not be authorized unless a time sharing agreement has been reached between KFI and WOI covering operation of WOI prior to local sunrise; or, in the absence of such agreement, the interference caused by WOI shall not exceed 0.5 millivolts per meter within the 50 per cent sky wave contour of KFI. In this connection, the opinion of the majority of the Commission shows that the operation of WOI, with reduced power of 1 kw, beginning at 6:00 a. m., CWT, during the months when that hour occurs prior to sunrise at WOI, Ames, Iowa, may be expected to cause interference to approximately 40 per cent of the secondary service area of KFI, within the 0.5 millivolt-per-meter 50 per cent field-strength contour of the station. In short, it is my opinion that a deviation from this rule will result in the flow of a large number of applications requesting similar treatment, which, if granted, would result in serious interference with broadcasting and the piece-meal repealing of the rule.

Commissioner Case concurs in this dissent.

937 STANDARD BROADCAST STATIONS

During the month of November the FCC granted six new construction permits and licensed three stations to operate. A comparative table of the number of standard broadcast stations by months follows:

	1943	1944											
	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1
Operating	910	910	910	909	909	909	910	912	913	912	914	916	919
Construction	2	2	4	8	9	11	13	12	13	16	15	15	18
	912	912	914	917	918	920	923	924	926	928	929	931	937

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, December 18. They are subject to change.

Monday, December 18

Consolidated Hearing

NEW—Nashville Radio Corporation, Nashville, Tenn.—C. P., **1450 kc.,** 250 watts, unlimited.

NEW—R. O. Hardin and J. C. Buchanan, d/b as Nashville Broadcasting Co., Nashville, Tenn.—C. P., **1240 kc.,** 250 watts, unlimited.

NEW—E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, a partnership, d/b as Tennessee Broadcasters, Nashville, Tenn.—C. P., **1240 kc.,** 250 watts, unlimited.

NEW—J. W. Birdwell, Nashville, Tenn.—C. P., **1240 kc.,** 250 watts, unlimited.

NEW—A. G. Beaman and T. B. Baker, Jr., a partnership, d/b as Capitol Broadcasting Co., Nashville, Tenn.—C. P., **1450 kc.,** 250 watts, unlimited.

WEEU—Berks Broadcasting Co., Reading, Pa.—Renewal of license, **850 kc.,** 1 KW, daytime.

Wednesday, December 20

WMC—Memphis Publishing Co., Memphis, Tenn.—Renewal of license (main and auxiliary), **790 kc.,** 5 KW (main), 500 watts (auxiliary), unlimited (main), (DA-night), auxiliary purposes only (auxiliary).

Thursday, December 21

WSYR—Central New York Broadcasting Corp., Syracuse, N. Y.—C. P. to make changes in directional antenna; **570 kc.,** 5 KW, unlimited, DA-night and day.

Federal Communications Commission Action

APPLICATIONS GRANTED

Henderson Radio Corp., Henderson, N. C.—Granted construction permit for new station to operate on **890 kc.,** 250 watts, daytime only, subject to policy of January 26, 1944. (B3-P-3641)

WAIT—Gene T. Dyer, et al., a partnership, d/b as Radio Station WAIT (Assignors), Gene T. Dyer, et al., a partnership, d/b as Radio Station WAIT (Assignees), Chicago, Ill.—Granted consent to voluntary assignment of license of station WAIT from Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adele Moulds, Vivian Christoph and Wm. F. Moss, a partnership, d/b as Radio Station WAIT, to: Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer, Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeill, d/b as Radio Station WAIT. The assignment is from the present licensee partnerships (which own stations WAIT, WGES and WSBC) to newly formed partnerships for the purpose of dividing their holdings so as to comply with Commission order 84-A, thus separating the interests of the partners in the two stations, WAIT and WGES, in a manner so that no individual partner would have any interest in more than one station. The consideration to be paid is $100,000 for assets of station WAIT and $100,000 for assets of station WGES, and in each instance including cash working capital of $15,000. (B4-AL-429)

WGES—Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer, Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, William F. Moss, d/b as Radio Station WGES (Assignors), John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald and Wm. F. Moss, d/b as Radio Station WGES (Assignees), Chicago, Ill.—Granted consent to voluntary assignment of license of station WGES from: Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer, Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, Wm. F. Moss, d/b as Radio Station WGES, to: John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald, and Wm. F. Moss, d/b as Radio Station WGES. (B4-AL-430)

WALL—Elsie and Martin R. Karig (Transferors), John Morgan Davis (Transferee), Community Broadcasting Corp. (Licensee), Middletown, N. Y.—Granted consent to transfer control of Community Broadcasting Corp., licensee of station WALL, from Elsie and Martin R. Karig to John Morgan Davis, representing 115 shares, or 60.2 percent of outstanding capital stock of license, for a consideration of $30,015. (B1-TC-417)

WFEB—Alabama Broadcasting Co., Inc., Sylacauga, Ala.—Granted petition to remove from the hearing docket, reconsider and grant without a hearing, application for construction permit for a new station to operate on **1340 kc.**, 250 watts, unlimited time, subject to Commission policy of January 26, 1944. (Commissioner Durr not participating)

WAGE—Sentinel Broadcasting Corp., Syracuse, N. Y.—Granted construction permit to install an RCA 250-E transmitter for auxiliary only, to operate with power of 250 watts, employing DA at night. (B1-P-3516)

WJLS—Joe L. Smith, Jr., Beckley, W. Va.—Granted license to cover construction permit which authorized change in frequency to **560 kc.** and power to 100 watts night, 250 watts LS; also authority to determine operating power by direct measurement of antenna power. (B2-L-1843; B2-Z-1647)

WMT—American Broadcasting Co., Cedar Rapids, Iowa—Granted modification of license to change corporate name to American Broadcasting Stations, Inc.

KPKW—Western Radio Corp., Pasco, Wash.—Granted modification of construction permit authorizing a new station, for approval of antenna and approval of transmitter and studio locations at N.E. corner Chase and "A" Sts., Pasco, subject to condition that permittee will install an approved frequency monitor when the Commissioner determines that such monitors are available. (B5-MP-1774)

WOCB—E. Anthony & Sons, Inc., near Hyannis, Mass.—Granted authority to determine operating power by direct measurement of antenna power. (B1-Z-1648)

WGRC—North Side Broadcasting Corp., Louisville, Ky.—Granted authority to determine operating power by direct measurement of antenna power. (B2-Z-1643)

WCAE—WCAE, Inc., Pittsburgh, Pa.—Granted authority to determine operating power by direct measurement of antenna power. (B2-Z-1642)

DESIGNATED FOR HEARING

Augusta Broadcasting Co., Charleston, S. C.—Designated for hearing application for new station to operate on **1450 kc.**, 250 watts, unlimited time. (B3-P-3632)

Greater Peoria Broadcasters, Inc., Peoria, Ill.—Designated for consolidated hearing with application of Ill. Broadcasting Co., application for new station to operate on **1290 kc.**, 1 KW, unlimited time. (B4-P-3680)

Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy M. Swain, d/b as Illinois Broadcasting Co., Peoria, Ill.—Designated for consolidated hearing with application of Greater Peoria Broadcasting, Inc., application for construction permit to use **1290 kc.**, 1 KW, unlimited time. (B4-P-3686)

Capital City Broadcasting Co., Des Moines, Iowa—Designated for consolidated hearing with application of Capital Radio Corp., application for new station to operate on **1600 kc.**, 250 watts, unlimited time. (B4-P-3669)

Capitol Radio Corp., Des Moines, Iowa—Designated for consolidated hearing with application of Capital City Broadcasting Co., application for construction permit to use frequency **1600 kc.** with power of 1 KW, unlimited time. (B4-P-3706)

LICENSE RENEWALS

WHTD—State Broadcasting Corp., Hartford, Conn.—Granted renewal of license for the period ending November 1, 1947, for main and auxiliary.

WOC—The Tri-City Broadcasting Co., Davenport, Iowa—Granted renewal of license for the period ending November 1, 1947.

WRDW—Augusta Broadcasting Co., Augusta, Ga.—Granted renewal of license for the period ending November 1, 1947.

KVOA—Arizona Broadcasting Co., Inc., Tucson, Ariz.—Granted renewal of license for the period ending November 1, 1945.

WSMA-WSMC—WSMB, Inc., area of New Orleans, La.—Granted renewal of relay broadcast station licenses.

KBQB—Edwin A. Kraft, area of Juneau, Alaska—Granted renewal of relay broadcast station license.

WABC-FM—Columbia Broadcasting System, Inc., New York City—Granted license to cover construction permit for change in antenna system of FM station. (B1-LH-50)

DOCKET ACTION

The Commission announces its Findings of Fact, Conclusions and Order (B-207), granting special service authorization under Section 1.366 to Iowa State College of Agriculture and Mechanic Arts to operate Radio Station WOI, Ames, Iowa, with power of 1 kilowatt, from 6:00 a. m., CWT, until 8:00 a. m., CWT, during the months of December, January and February; from 6:00 a. m., CWT, until average local sunrise time at Ames during other months when 6:00 a. m., CWT, occurs prior to local sunrise. The Commission ordered that the period of authorization, to become effective December 9, 1944, is to run concurrently with the license of Station WOI, subject to the condition that the authority might be terminated immediately without hearing should any condition develop which in the judgment of the Commission would require such action. The restriction against operation of WOI after 8:00 a. m. in Ames during December, January and February when sunrise at Ames occurs after 8:00 a. m. will prevent interference to Station KFI after 6:00 a. m. Los Angeles time. (Radio Station WOI is licensed for operation with 5 kilowatts power, daytime, on the frequency 640 kilocycles.) (Docket No. 6541)

The Commission states:

"The service which this applicant proposes to render is shown to be of special value and of public interest. Operation of applicant's station with 5 kilowatt power beginning at 6:00 a. m., CWT, during the months when that hour occurs prior to sunrise at Ames would cause substantial interference to the primary as well as the secondary service of Station KFI. However, a substantial service may be provided by Station WOI during this period through operation of the station with 1 kilowatt power without causing interference to the primary service of KFI."

Commissioners Walker and Durr issued a separate concurring opinion; Commissioner Jett dissented in the Commission action, with Commissioner Case concurring in the dissent. The opinions follow:

Separate Concurring Opinion of Commissioners Walker and Durr

We concur in the result because we feel that the public interest will be better served by a partial grant of the application than by a denial. However, it is our opinion that the application of the Iowa State College of Agriculture and Mechanic Arts should be granted in full and a Special Service Authorization be issued for the operation of Station WOI at its full power of five kilowatts from 6:00 a. m., CWT, to local sunset.

The Commission's decision, as contrasted to a grant of the application in full, requires a contraction of WOI's service area during the early morning hours from 13,300 square miles (having a population of approximately 498,000) to 4,760 square miles (having a population of only 199,600). It further means that WOI must go off the air entirely from 8:00 to 8:30 a. m., CWT, during December, from 8:00 to 8:45 a. m., CWT, during January, and from 8:00 to 8:15 a. m., CWT, during February.

A full grant of WOI's application would not provide WOI listeners with a new service at the expense of a service long enjoyed by listeners of KFI. On the contrary, it would merely restore to WOI's listeners a very important service which they had received for a long period of time prior to February 9, 1942, when the Commission required its discontinuance.

It is true that WOI, operating with full power, would cause some interference to a portion of the KFI service area during the hours before sunrise. However, we do not think that the public interest can be measured solely in terms of the range or intensity of an electrical impulse without regard to what that impulse carries in the way of a program. Nor can public interest be measured quantitatively only in terms of population residing in a particular service area, or even in terms of actual listeners. The early morning service which WOI seeks to restore was not designed primarily to entertain or amuse. This service is of a specialized nature and is directed toward assisting the farmers of Iowa, one of our most important agricultural states, in the serious business of earning their livings and producing crops of tremendous importance to the entire country. The early morning market news may well decide for the farmer the very practical question as to whether he will spend the day hauling his produce to market or working on his farm.

The early morning programs of KFI, on the contrary, consist mainly of recorded and transcribed musical entertainment and advertisements, except for a news program carried at 6:15 a. m. and a national network program known as the *National Farm and Home Hour,* which appears to have been broadcast on some days prior to the hearings, but which has since been dropped from the network except for one day each week. Moreover, there is a two-hour difference of time between Ames, Iowa, and Los Angeles, California. Any interference to KFI would, therefore, come between 4:00 a. m. and two hours before sunrise at Los Angeles, a period when few people are likely to be listening to their radios. In Iowa, however, the period in question begins at 6:00 a. m., a time when most farmers are up and stirring and customarily use the radio for the latest market news and other farm information.

We are not impressed with the testimony offered as to the general listener audience of WHO, Des Moines, or with the fact that WHO also carries an early morning farm program. As has been stated, WOI's early morning service was a specialized service designed for a specialized, and therefore limited, audience. Moreover, the business of farming is not such a simple affair that one program or series of programs can tell a farmer all he needs to know about his farm problems.

On June 7, 1940, the Commission adopted a general order permitting all daytime and limited time stations to begin operation at 4:00 a. m., local standard time. In explanation of this action, the Commission issued a press release on June 10, 1940, in which it stated:

> "Early morning broadcast service to many rural sections now denied such service is invited by Federal Communications Commission action in authorizing daytime and limited-time standard broadcast stations to begin operation at 4 a. m., local standard time.
>
> "Many farmers and other dwellers in rural areas arise before sunrise and in the past have had to rely upon distant broadcast stations for program service. The new ruling, announced today, will permit local stations generally to start broadcasting earlier, thus furnishing farm communities with general news and vital information concerning local weather conditions and agricultural market reports at the beginning of the work day.
>
> "Although some interference may result from this new opportunity to broadcast between the hours of 4 a. m. and sunrise, the Commission believes that the overall effect of its order will be to benefit particularly those residents of farming areas who have heretofore not had such early local program service."

This order was revoked upon the adoption of Section 3.87 of the Commission's Rules and Regulations, but certainly this early morning service to farmers is no less important today, when the fullest production from our farms as well as our factories is so vital to the prosecution of the war.

The theory of our system of broadcasting is that it should be competitive. Certainly we would not feel justified in depriving a substantial audience of a favorite news commentator or entertainment program merely because some other commentator or entertainment program would still be available. Competition in broadcasting should mean more than competition between commercial stations for advertising revenues. Of far greater importance, from the standpoint of the public interest, is the competition for listeners on the basis of the quality of program service. Certainly a state agricultural broadcasting station specializing in the problems of farmers and having special facilities for bringing them the latest market reports from the United States Department of Agriculture should not, except upon the most compelling grounds, be excluded from competition with a commercial station whose interest in the farmer, as a farmer, is secondary to its interest in him as a part of an advertising market.

Subsection (b) of Section 3.87 of the Rules and Regulations provides as follows:

> "Any station operating during such (early morning) hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission."

Under all the circumstances presented in this case, we are not satisfied that the early morning operations of WOI resulted in such "undue" interference as to have warranted the notification to WOI that it must suspend its early morning operation. But even assuming that a grant in full of the present application contravenes Section 3.87, that fact is not the decisive factor in the Commission's decision of this case. The decision as drawn would also contravene Section 3.87, the difference being only one of degree. Moreover, the rules relating to early morning broadcasting operations have been modified and amended a number of times in recent years. Certainly no special sanctity attaches to Section 3.87, or any other rule of the Commission, which would outweigh an outstanding public interest. We feel that in any case where a rule which we ourselves have adopted serves to defeat the public interest, such rule should be modified or amended, or repealed if necessary, to the end that public interest will be paramount.

JETT, COMMISSIONER, DISSENTING:

I concur in the opinion of the majority of the Commission that the farm news and market information proposed to be transmitted by WOI would be of special value. However, the opinion discloses that a number of other stations in the State of Iowa broadcast farm news and market information during the early morning hours when WOI proposes to operate. Furthermore, the application may not be granted under the provisions of Section 3.87 of the Commission's Rules and Regulations. This rule in effect provides that the transmission of programs by WOI between 4:00 a. m., local standard time and local sunrise, may not be authorized unless a time sharing agreement has been reached between KFI and WOI covering operation of WOI prior to local sunrise; or, in the absence of such agreement, the interference caused by WOI shall not exceed 0.5 millivolts per meter within the 50 percent sky wave contour of KFI. In this connection, the opinion of the majority of the Commission shows that the operation of WOI, with reduced power of 1 kilowatt, beginning at 6:00 a. m., CWT, during the months when that hour occurs prior to sunrise at WOI, Ames, Iowa, may be expected to cause interference to approximately 40 percent of the secondary service area of KFI, within the 0.5 millivolt-per-meter 50 percent field-strength contour of the station. In short it is my opinion that a deviation from this rule will result in the flow of a large number of applications requesting similar treatment, which, if granted, would result in serious interference with broadcasting and the piece-meal repealing of this rule.

COMMISSIONER CASE CONCURS IN THIS DISSENT.

MISCELLANEOUS

KXA—American Radio Telephone Co., Seattle, Wash.—Passed over petition for leave to amend application without prejudice.

KHQ—Louis Wasmer, Inc., Spokane, Wash.; KGA—Louis Wasmer, Spokane, Wash.—Granted petition for continuance of hearing on applications for renewal of licenses of KHQ and KGA now scheduled for December 14, and continued same to February 15, 1945.

KMBC—Midland Broadcasting Co., Kansas City, Mo.—Granted motion for an indefinite postponement of hearing on application for construction permit now scheduled for December 12, and postponed same until after final action of the Commission in Docket 6651, at which time a further date for said hearing will be fixed.

Petersburg Broadcasting Corp., Petersburg, Va.—At request of applicant, the application for construction permit for a new station to operate on **1240 kc.**, 250 watts, during hours not assigned to WBBL, Richmond, Va., was dismissed without prejudice. (B2-P-3711)

WABW—Associated Broadcasters, Inc., Indianapolis, Ind.—Granted petition for reconsideration and grant of application (B4-MPH-101) and granted application for modification of construction permit for FM station, for operation on a frequency to be specified by the Chief Engineer, and subject to policy of January 26, 1944.

KHJ-FM—Don Lee Broadcasting System, Los Angeles, Calif.—Placed in pending files application for construction permit to change frequency from **44500** to **43500 kc.** (B5-PH-369)

KJBS Broadcasters, a partnership, San Francisco, Calif.—Retained in pending files application for construction permit (B5-PH-322) for new FM station.

The Times Picayune Pub. Co., New Orleans, La.—Retained in pending files application for construction permit (B3-PH-296) for new FM station.

The following applications for new high frequency FM broadcast stations were placed in the pending files in accordance with Commission policy of February 23, 1943:

Reno Newspapers, Inc., Reno, Nev.; The KLUF Broadcasting Co., Inc., Nr. Galveston, Texas; Claremont Eagle, Inc., Claremont, N. H.; KVOX Broadcasting Co., Fargo, N. Dak.; Raytheon Mfg. Co., Waltham, Mass.; The Champaign News-Gazette, Inc., Champaign, Ill.; Harold Thomas, Waterbury, Conn.; Scripps-Howard Radio, Inc., Indianapolis; Scripps-Howard Radio, Inc., Cincinnati; The Kansas City Star Co., Kansas City, Mo.; The Baltimore Radio Show, Inc., Baltimore, Md.; Boise Broadcast Station, Boise, Idaho; WKBN Broadcasting Corp., Youngstown, Ohio; Southern Minn. Broadcasting Co., Rochester, Minn.

WPEN and WPEN-FM—Arde Bulova (Transferor), Bulletin Co. (Transferee), Wm. Penn Broadcasting Co. (Licensee), Philadelphia, Pa.—Granted consent to transfer of control of Wm. Penn Broadcasting Co., licensee of stations WPEN and WPEN-FM, from Arde Bulova to Bulletin Company, for a consideration of $620,000 covering 500 shares or 100% of the issued and outstanding capital stock. The station operates on **950 kc.,** with 5 KW, unlimited time, DA-night, and the FM station on **47300 kc.,** unlimited time. (B2-TC-391)

The Associated Broadcasters, Inc., San Francisco, Calif.—Retained in pending files application for construction permit for new commercial television broadcast station. (B5-PCT-46)

Claremont Eagle, Inc., Claremont, N. H.—Placed in pending files application for construction permit for new ST station in accordance with Com. policy of 2-23-43.

The following applications for new commercial television broadcast stations were placed in the pending files in accordance with Commission policy of Feb. 23, 1943:

The Yankee Network, Inc., Providence; Raytheon Mfg. Co., Waltham, Mass.; Cincinnati Broadcasting Co., Cincinnati; Scripps-Howard Radio, Inc., Washington, D. C.; The Crosley Corp., Cincinnati; Metro-Goldwyn-Mayer Studios, Inc., Los Angeles; Marcus Loew Booking Agency, New York City and Washington, D. C.; The Evening News Asso., Detroit; Penna. Broadcasting Co., Philadelphia.

APPLICATIONS FILED AT FCC

580 Kilocycles

WIAC—Radio Station WIAC, Inc., Hato Rey, P. R.—Tranfer of control of licensee corporation from Enrique Abarca Sanfeliz, deceased, to Mrs. Enrique Abarca Sanfeliz, Executrix of the estate of Enrique Abarca Sanfeliz, deceased (770 shares common stock—53%).

790 Kilocycles

NEW—John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Barkman, Charles C. Swaringen, Joseph Troesch and John L. Merdian, partners, d/b as Liberty Broadcasting Co., Pittsburgh, Penna.—Construction permit for a new standard broadcast station to be operated on **790 kc.,** power of 1 KW and daytime hours of operation.

870 Kilocycles

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Construction permit to change frequency from **1490 kc.** to **870 kc.,** change hours of operation from unlimited to limited time, installation of new vertical antenna and changes in ground system.

960 Kilocycles

NEW—Clyde H. Smith, C. O. Baldwin, Hoyt Houck and Walter G. Russell d/b as Lubbock Broadcasting Co., Lubbock, Texas—Construction permit for a new standard broadcast station to be operated on **960 kc.,** power of 1 KW and daytime hours of operation.

1110 Kilocycles

KPAS—Pacific Coast Broadcasting Co., Pasadena, Calif.—Acquisition of control of licensee corporation by Wesley I. Dumm, Loyal K. King, Thomas L. Bailey, Clarence A. Nisson, John K. Evans, Emer D. Bates, Maurice Enderle and John A. Smith through purchase of 1116½ shares common stock (43.78% outstanding) from J. Frank Burke, Sr., J. Frank Burke, Jr., W. M. Burke.

1230 Kilocycles

WKVM—American Colonial Broadcasting Corp., Arecibo, P. R.—Modification of construction permit (B-P-3564 which authorized construction of a new station) for approval of antenna and transmitter and studio sites.

1240 Kilocycles

NEW—Jackson Broadcasting Co., Jackson, Tenn.—Construction permit for a new standard broadcast station to be operated on **1240 kc.,** power of 250 watts and unlimited hours of operation.

WFBM—WFBM, Inc., Indianapolis, Ind.—Construction permit to make changes in transmitting equipment.

KIUL—Frank D. Conard, tr/as Radio Station KIUL, Garden City, Kans.—License to cover construction permit (B4-P-3584) which authorized increase in power and make changes in transmitting equipment.

1250 Kilocycles

WSAU—Northern Broadcasting Co., Inc., Wausau, Wisc.—Construction permit to change frequency from **1400 kc.** to **1250 kc.,** power from 250 watts to 5 KW, install new transmitter, directional antenna for night use and move transmitter. Amended: re change in transmitter site.

1340 Kilocycles

WNHC—The Elm City Broadcasting Corp., New Haven, Conn.—License to cover construction permit (B1-P-3655 as modified) for a new standard broadcast station.

WNHC—The Elm City Broadcasting Corp., New Haven, Conn.—Authority to determine operating power by direct measurement of antenna power.

KSUB—Southern Utah Broadcasting Co., Cedar City, Utah.—License to cover construction permit (B5-P-3477) which authorized changes in equipment and increase in power.

1400 Kilocycles

NEW—F. R. Pidcock, Sr., and James M. Wilder, d/b as Georgia Broadcasting Co., Savannah, Ga.—Construction permit for a new standard broadcast station to be operated on **1400 kc.,** power of 250 watts and unlimited hours of operation. Amended: to change frequency requested to **1230 kc.**

KTUS—Tucson Broadcasting Co., Tucson, Ariz.—Acquisition of control of licensee corporation by Burridge D. Butler through purchase of 23 shares of treasury stock (7.67% outstanding).

1450 Kilocycles

NEW—Albert E. Buck and Merle H. Tucker, a partnership, d/b as Rio Grande Broadcasting Co., Albuquerque, N. Mex.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** power of 250 watts and unlimited hours of operation.

1490 Kilocycles

NEW—John L. Plummer, tr/as John L. Plummer Enterprises, Bogalusa, La.—Construction permit for a new standard broadcast station to be operated on **1490 kc.,** power of 250 watts and unlimited hours of operation.

1550 Kilocycles

NEW—James A. Noe, Shreveport, La.—Construction permit for a new standard broadcast station to be operated on **1550 kc.,** power of 250 watts and unlimited hours of operation.

1600 Kilocycles

NEW—McClatchy Broadcasting Co., Modesto, Calif.—Construction permit for a new standard broadcast station to be operated on **1600 kc.,** power of 250 watts and unlimited hours of operation.

FM APPLICATIONS

NEW—Harbenito Broadcasting Co., Inc., Harlingen, Texas—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.** with coverage of 2,400 square miles. Amended: to change coverage to 3,750 square miles.

NEW—Thomas Patrick, Inc., St. Louis, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47700 kc.** with coverage of 17,480 square miles.

NEW—Quincy Newspapers, Inc., Quincy, Ill.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47300 kc.** with coverage of 16,760 square miles.

NEW—Washtenaw Broadcasting Co., Ann Arbor, Mich.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46300 kc.** with coverage of 3,472 square miles.

NEW—Blue Network Company, Inc., San Francisco, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44300 kc.** with coverage of 27,500 square miles.

NEW—The Farmers and Bankers Broadcasting Corp., Wichita, Kansas—Construction permit for a new high frequency (FM) broadcast station to be operated on **47300 kc.** with coverage of 15,600 square miles.

NEW—Out West Broadcasting Co., Colorado Springs, Colo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47700 kc.** with coverage of 2,950 square miles.

NEW—Marcus Loew Booking Agency, Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47500 kc.** with coverage of 3,993 square miles.

NEW—The Metropolis Co., Jacksonville, Fla.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46500 kc.** with coverage of 10,981 square miles.

MISCELLANEOUS APPLICATIONS

NEW—Western Illinois State Teachers College, Macomb, Ill.—Construction permit for a new noncommercial educational broadcast station to be operated on **42100, 42300, 42500, 42700** or **42900 kc.,** power of not less than 1 KW and frequency modulation emission.

W4XAJ—The Atlanta Journal Co., Portable—area of Atlanta, Ga.—License to cover construction permit (B3-PEX-49) for a new developmental broadcast station.

Federal Trade Commission Docket

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Central Merchandise Co.—A complaint alleging the use of lottery methods in the sale of miscellaneous merchandise to the consuming public has been issued against Irving Hechtman, trading as Central Merchandise Co., 161 West Huron St., Chicago. The respondent is engaged in the sale and distribution of bedding, pocketbooks, novelties and other merchandise. (5257)

Everett Foot Cushion Laboratories—Misrepresentation in connection with the sale of an arch support designated "Re-Zil-Arch" is alleged in a complaint issued against George N. Bouthillette, trading as Everett Foot Cushion Laboratories and Everett Foot Cushion Co., Everett, Mass. The device formerly was marketed under the name "Arch-Aidant." (5258)

Harry G. Kuechle, 315 East Lake St., Minneapolis, is charged in a complaint with misrepresentation in connection with the sale of shoes and inner soles. (5259)

Vanleigh Furniture Co., Inc.—Misrepresentation of the value and prices of household furniture is alleged in a complaint issued against Vanleigh Furniture Co., Inc., 115 West 40th St., New York. (5260)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Auburn Die Co., Inc., et al.—Eleven New England manufacturers of steel cutting dies used in the manufacture of shoes have been ordered to cease and desist from entering into or continuing any combination or conspiracy to fix uniform prices for their products.

The respondent manufacturers named in the order, whose aggregate volume of business approximates $500,000 annually and represents about 15 per cent of the total volume of the cutting die business done in the United States, are:

Auburn Die Co., Inc., and Androscoggin Die Co., Inc., both of Auburn, Maine; Joseph E. Knox & Co., Inc.; John Hermanson, Stanley Leskiewicz and Joseph Toll, trading as North Shore Cutting Die Co.; Hyman Resnick, Henry April and Hyman Rosenblatt, trading as Bay State Cutting Die Co., and Vincent W. Burke, trading as Bee Machine Co., all of Lynn, Mass.; Boston Cutting Die Co., Inc., Boston; Faustyn K. Jakiel and Richard B. Friend, trading as State Die Co., and Axel Swanson and Raymond Duprey, trading as Manchester Die Co., both of Manchester, N. H.; Brockton Cutting Die & Machine Co., Inc., Avon, Mass.; and Granite Die Co., Inc., Haverhill, Mass. (4921)

Fraering Brokerage Co., Inc., et al.—Five orders to cease and desist from violation of the brokerage section of the Robinson-Patman Act have been issued against the following firms and individuals who were found to have accepted unlawful brokerage fees on their purchases in interstate commerce of the food products, including canned vegetables, fruit and fish, and other merchandise which they bought for resale:

Fraering Brokerage Co., Inc., 423 South Front Street, New Orleans, with branch offices and warehouses at Alexandria, La., and Jackson, Miss. (4823)

Wm. Roy Glover and Ray M. Wilson, trading as Glover & Wilson, No. 1 Commercial Warehouse Building, Little Rock, Ark. (4835)

W. M. Meador & Co., Inc., 104 North Commerce Street, Mobile, Ala. (4928)

Harry Duvall Childers, trading as H. D. Childers Co., 15 South Commerce Street, Mobile, Ala. (4938)

Norman Webb Hutchings, trading as Hutchings Brokerage Co., 120 North Water Street, Mobile, Ala., with a branch office and warehouse at Dothan, Ala. (5059)

The Commission found that the respondents, in connection with their purchases of merchandise in their own behalf and for their own accounts, for resale, received brokerage fees or commissions, or allowances and discounts in lieu thereof, from sellers of such commodities, in violation of Section 2 (c) of the Robinson-Patman Act.

FTC DISMISSES COMPLAINT

The Federal Trade Commission has dismissed without prejudice its complaint charging Woodville Lime Products Co., 2140 Jefferson Ave., Toledo, Ohio, with misrepresentation of a fertilizer product it sells and with disparagement of competitors' products.

The order of dismissal states that the Commission is of the opinion that the testimony and other evidence introduced in support of and in opposition to the allegations of the complaint are not sufficient to support a finding as to the facts.

NAB Reports
NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 51, December 22, 1944

Platter Turner Developments

From outward appearances the negotiations with respect to jurisdiction over platter turners in NBC and Blue network managed and operated stations are at a stalemate. It is understood that officials of the networks involved and NABET are still discussing the matter while the American Federation of Musicians is standing pat upon its demand that these networks fulfill the terms of the agreement into which they entered last January.

On last Friday (15), Calvin J. Smith, KFAC, Los Angeles, a former member of the NAB Board, acting on his own initiative wired all radio stations as follows:

> "Believe Petrillo platter turning issue most vital since ASCAP. Believe same fumbling will result unless immediate stand taken by entire industry. Please wire Harold Ryan immediately expressing willingness or unwillingness to fight issue through and urging NAB and networks take stand upholding NLRB. Station wires can decide this issue."

As a result, NAB President Ryan has received up to this writing 282 telegrams. A study and classification of the wires discloses that they represent a fair cross section of the industry in respect to operating power of stations, geographical location, and network affiliations. As to the latter point the figures are as follows:

NBC	36
CBS	49
MBS	83
Blue	65
None	49

These messages are unanimous in expressing the view against Petrillo's demands in the platter turner situation and calling for a united stand by the industry. They voice an appeal to the networks involved to respect the validity of the National Labor Relations Board order under which jurisdiction over platter turners in all M & O stations outside of Chicago was awarded to the National Association of Broadcast Engineers and Technicians (NABET), *(Continued on page 478)*

* * *

Merry Christmas

* * *

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of Government Relations;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel.*

PLATTER TURNER DEVELOPMENTS

(Continued from page 477)

and specifically denied to AFM. Many of the messages emphasize that the industry is now in the best possible position to combat Petrillo's unreasonable demand. They point out that the public, the press and the government, through the NLRB decision, uphold our position against these demands.

The observation is contained in many of the messages that compliance would constitute a violation of a government order and would be an unfair labor practice subjecting network officials to severe penalties under the Wagner Act.

As stated in last week's REPORTS (page 464) President Ryan has maintained daily contact with the situation. On Monday (18) he communicated to each of the networks a complete summary of the industry's views as reflected in 233 telegrams received up to that writing. Today (22) he supplemented this report with one covering the additional wires received. NAB is continuing to render the networks involved every possible assistance in bringing about a solution of the problem growing out of their agreement with Petrillo (see NAB REPORTS page 463).

It is recognized that any concessions which NBC and the Blue may make with respect to the use of AFM platter turners in their managed and operated stations will constitute a precedent upon which Petrillo will seek to extend this practice to other radio stations. This objective was clearly expressed by Mr. Petrillo's communication to his locals in an open letter in the April issue of "International Musician." (See NAB REPORTS page 463.)

It will also be recalled that Mr. Petrillo in his testimony before the sub-committee of the Interstate Commerce Committee of the Senate in response to a question from Senator Tobey (R.-N. H.) himself admitted that the principle underlying the employment of AFM members as platter turners is not sound (see NAB Special AFM Bulletin No. 27).

There is no question in the minds of NAB officers as to the desire of the stations to vigorously resist Petrillo's demands and the networks involved have been so advised.

PORTER NAMED CHAIRMAN

Paul A. Porter was sworn in yesterday (21) as a member of the Federal Communications Commission under a recess appointment. Shortly after taking the oath Mr. Porter was named to the chairmanship of the Commission by President Roosevelt. The recess appointment was made when the Congress adjourned without having given consideration to his nomination which was sent up from the White House on November 16 (see NAB REPORTS page 423).

It is confidently expected that the nomination will be resubmitted to the Senate shortly after the new Congress opens next month. Mr. Porter, former Publicity Director of the Democratic National Committee and prior to that an assistant director of the Office of Price Administration, succeeds James Lawrence Fly in the Chairmanship of the Commission. Mr. Fly retired in mid-November to return to private practice. The term to which Mr. Porter has been appointed expires on June 30, 1949.

DENNY RECOMMENDS REQUIRING UNIFORM SYSTEM OF ACCOUNTS FOR BROADCASTING STATIONS

The House Select Committee to Investigate the FCC closed its hearings last Saturday night and has until January 2, 1945, to file its Report to the House of Representatives.

The Report will be submitted by its present members, namely: Clarence F. Lea (D), California, Chairman; Edward J. Hart (D), New Jersey; James Percy Priest (D), Tennessee; Richard B. Wigglesworth (R), Massachusetts, and Louis E. Miller (R), Missouri.

In his final appearance before the Committee, Charles R. Denny, General Counsel of the FCC, recommended strongly that legislation be adopted authorizing the Commission to prescribe a uniform system of accounts for broadcasting stations. He also called attention to the Commission's report to the Congress on the question of legislation authorizing the Commission to pass on prices paid for radio stations and on transfers of "minority interests" as well as "control."

The Commission had been asked for the prices paid by Bulova for his stations and the prices he had received for them. It was during Mr. Denny's testimony on this question that he called attention to the Commission's Report regarding "Price" and made his recommendation for a Uniform System of Accounts. That portion of the testimony follows:

"Mr. Denny. You know in general what the prices of those stations were.

"Mr. Barker: But I wanted some facts from the Commission as to what prices Mr. Bulova represented to you and the prices allowed by the Commission.

"Mr. Denny: It is not simply a question of finding out the purchase price of a given station, for example, WPEN, and then finding out the price for which WPEN was sold. That would be easy. But that would be extremely misleading, because in the case of WPEN, when it was purchased for some $266,000, it was a one-kilowatt station. At the time it was sold for approximately $625,000, it was a five-kilowatt station, with a frequency modulation station which Bulova had built associated with it.

"Those facts are all important and I would not want to give a statement not including important matters of that kind, because otherwise it would be misleading.

"Mr. Barker: I am sure the Committee would want that information.

"Mr. Denny: That is why it is something that cannot be knocked off in a half hour or so.

"On the question of prices of radio stations, I would like to say a word, Mr. Chairman, on behalf of the Commission and point out something that I think this Committee might want to give attention to.

"The Commission has construed the present Federal Communications Act as not giving it any authority to deal with the prices for which radio stations are sold. As the Commission construes the Act, they cannot fix the price.

The price is a matter for private negotiation between the parties.

"The Commission has reported its construction of the Act to the Congress. That was reported to you as the Chairman of the Interstate Commerce Commission, and to Senator Wheeler as Chairman of the Senate Committee.

"It would be very helpful if the Congress would give some instructions in the form of an amendment to the Communications Act indicating how Congress intends that its administrative agency should deal with a matter of that kind.

"Mr. Wigglesworth: You say the Commission so construes the Act. Does Commissioner Durr share in that construction?

"Mr. Denny: Commissioner Durr does not share in that construction and filed a separate statement of his own at the time that that construction was announced to the Congressional Committees. However, that is the construction of the majority of the Commission, and right or wrong, they have reported their construction and they are awaiting further instructions from the Congress on that point.

"Under the present Act, Congressman Wigglesworth, it would be exceedingly difficult to deal with that problem because you do not have uniform accounts for these radio stations. You have no uniform standards with which to determine what would be the proper basis for placing a price on one of these radio stations.

"Mr. Priest: The situation differs considerably in that respect from a utility, in which the price is used in part as a rate basis?

"Mr. Denny: Very definitely.

"Mr. Priest: There is no rate base element in the matter of a radio station?

"Mr. Denny: No, there is not, Congressman Priest. In the utilities that we regulate the Commission has specific authority from Congress to prescribe a uniform system of accounts, so that we know what every piece of property they have is worth, their original cost, their replacement cost. With respect to radio stations we have no such power. We have not a starting point at which to make a determination as to what the proper price for selling should be.

"I think the Commission does need further instructions from the Congress upon that. I think it was the intention of the Commission, in making the recent report to Congress, to request the Congress to give it further instructions, if the Congress is not satisfied with the present procedure. We are helpless until the Congress acts.

"On the point of a uniform system of accounts, I think there is this further very important point: You have heard Mr. Marks testify that he had to go to the Bulova Watch Company to get the records of a radio station, and that he had to go all over New York to find other records of radio stations. That grows out of the fact that we do not have power to prescribe a system of accounts. We should have specific statutory authority to require all transactions with respect to a radio station to be kept in one uniform book, so that we would never have to go running all over town to find out what was really going on in that station. It would be all in one place and uniform at every station. That would be very desirable.

"Mr. Priest: You would recommend such an amendment?

"Mr. Denny: I would recommend such an amendment, Mr. Congressman. I am speaking on my own now and I am not making a recommendation for the Commission itself. It has not formally voted on it. I take the responsibility, and I am doing it in my role as General Counsel for the Commission.

"Mr. Priest: I appreciate your position. In so far as this investigation is concerned, I felt the need, if possible, to arrive at some of the conclusions with reference to amendments to the Act that will not only be beneficial to the industry but also to the Commission in administrative procedure. I feel that is one point that should be emphasized as we look to the future.

"Mr. Denny: Those two amendments I would recommend, and I would also strongly again recommend a revision of Section 310 (b), a clarification of Section 310 (b) which governs transfers of control of these radio stations."

It will be recalled that the Commission's recommendation for a change in Section 310 (b) of the Communications Act is for the purpose of requiring the Commission to consider "transfers of minority interests" as well as "control" of "license."

DISTRICT MEETING PLANS PROGRESS

Supplementing the information contained in the NAB Reports of December 8, page 453, we are advised of the places at which all of the meetings in the first section of the tour will be held. The list follows:

First Section

District 6—Memphis, Tennessee, Monday and Tuesday, January 15 and 16, Peabody Hotel.

District 13—Dallas, Texas, Wednesday and Thursday, January 17 and 18, Baker Hotel.

District 16—Los Angeles, California, Monday and Tuesday, January 22 and 23, Biltmore Hotel.

District 15—San Francisco, California, Thursday and Friday, January 25 and 26, Fairmont Hotel.

District 17—Portland, Oregon, Monday and Tuesday, January 29 and 30, Benson Hotel.

District 14—Salt Lake City, Utah, Thursday and Friday, February 1 and 2, Utah Hotel.

Districts 10-12—Kansas City, Missouri, Wednesday and Thursday, February 7 and 8, Muehlebach Hotel.

District 11—Minneapolis, Minnesota, Monday and Tuesday, February 12 and 13, Nicollet Hotel.

District 3—Pittsburgh, Pennsylvania, Thursday and Friday, February 15 and 16, William Penn Hotel.

Second Section

District 1—Boston, Massachusetts, Monday and Tuesday, March 5 and 6, Statler Hotel.

District 2—New York, New York, Thursday and Friday, March 8 and 9.

District 5—Jacksonville, Florida, Monday and Tuesday, March 12 and 13.

District 4—Hot Springs, Virginia, Friday and Saturday, March 16 and 17, Homestead Hotel.

District 7—Cincinnati, Ohio, Monday and Tuesday, March 19 and 20, Gibson Hotel.

Districts 8-9—Chicago, Illinois, Wednesday and Thursday, March 21 and 22.

No further information with reference to the places of meetings in the second section is yet available, but this will be covered in a later Reports.

As previously announced, in addition to President Ryan, Lewis H. Avery, Director of Broadcast Advertising, will attend all of the meetings. It is probable that John Morgan Davis, NAB General Counsel and acting Labor Relations Director, will attend most of the meetings. Miss Helen Cornelius, NAB staff member in charge of Retail Radio Advertising, also will attend several of the sessions. It is probable that one other member of the NAB staff will be on hand.

The Broadcast Measurement Bureau which completed its organization in New York last week, has announced that it will have a duly authorized representative at all meetings to thoroughly explain the Bureau's plans to the industry and to encourage the support of the project by the individual stations. Complete information regarding this aspect of the agenda will be contained in an early edition of the Reports.

ARMY HOUR TO INCORPORATE RADIO'S TWENTY-FIFTH ANNIVERSARY THEME DEC. 31

The Army Hour, NBC, 3:30 P.M., EWT, Sunday, December 31, will recognize Radio's Twenty-fifth Anniversary, it was announced by the War Department this week.

Use of radio in the war will be highlighted in the portion of the program devoted to the industry's Anniversary observance, the Radio Branch, Bureau of Public Relations, stated.

Tentative arrangements include the appearance of Brigadier-General David Sarnoff, on leave as President of RCA.

MOTION PICTURE INDUSTRY SALUTES RADIO'S TWENTY-FIFTH ANNIVERSARY

In a special edition of Hollywood Reporter, motion picture trade paper, December 29, officials and stars of the motion picture industry will pay tribute to the radio industry on the eve of its twenty-fifth anniversary year observance.

First industry organ to announce such plans, Hollywood Reporter editors predicted approximately one hundred pages would be required to carry congratulatory messages, articles and a twenty-five year resume of broadcasting in America. A silver motif, indicative of the silver anniversary, will predominate.

Lee deForest Article Featured

Prominent feature of the Special Edition is an article by Dr. Lee deForest, inventor of the three element vacuum tube which is the basis of all modern radio and communications equipment.

Other articles and photos will cover the origin and development of radio in this country.

Karl Sands, Radio Editor of Hollywood Reporter, was in Washington and New York this week, gathering material and making plans for added distribution of the Special Edition commemorating a quarter century of American broadcasting.

ANTI-PETRILLO BILL DIES

Congress adjourned on Tuesday without the House having passed the Vandenberg bill designed to prohibit Petrillo's American Federation of Musicians from interfering with the broadcasting of non-commercial cultural or educational programs. (NAB REPORTS, page 191.)

The Senate Committee on Interstate Commerce reported the bill out in late November (NAB REPORTS, page 440). It was passed quickly by the Senate but the House did not take action on it. The legislation grew out of Petrillo's cancellation of a broadcast by the National High School Symphony Orchestra from the National Musical Camp at Interlocken, Mich.

NAB NEWS COMMITTEE TO MEET

The NAB News Committee is to hold its first 1945 meeting on Wednesday, January 24, at the Palmer House, Chicago, according to announcement by Karl Koerper of KMBC, committee chairman. In addition to Mr. Koerper, the News Committee consists of:

William Brooks, NBC, New York
H. K. Carpenter, WHK, Cleveland
Rex G. Howell, KFXJ, Grand Junction
L. Spencer Mitchell, WDAE, Tampa
E. R. Vadeboncoeur, WSYR, Syracuse
Paul White, CBS, New York

Council on Radio Journalism

Messrs. Brooks, Koerper, Vadeboncoeur, White and Arthur Stringer, NAB, as industry representatives, will meet on Thursday (25) at the LaSalle Hotel, with a group of five educators to establish the "Council on Radio Journalism".

Educator members of the Council will be:

Floyd Baskette, Emory University, Atlanta.
Mitchell Charnley, University of Minnesota, Minneapolis.
Wilbur Schramm, State University of Iowa, Iowa City.
F. S. Siebert, University of Illinois, Urbana; president, American Association of Schools and Departments of Journalism.
I. Keith Tyler, Ohio State University, Columbus.

Council organization marks the formal alliance of educators and broadcasters for the definite purpose of searching out and inaugurating ways and means for improvements in radio news reporting, writing, editing and newscasting. Also involved is the establishment of acceptable minimum standards for education in radio journalism. Council organization follows almost two years of study and planning.

"LET'S GO TO TOWN" DEVELOPMENTS

Following are completed "Let's Go to Town" transcriptions recently shipped to Armed Forces Radio Service:

Hartford area, L. J. Patricelli, WTIC, *TFC.
Columbia area, G. Richard Shafto, WIS, *TFC.
Elmira area, Dale Taylor, WENY, *TFC.
Mobile area, W. O. Pape, WALA, *TFC.
Norfolk, Newport News, Portsmouth area, Henry C. Whitehead, WTAR, *TFC.
Waterbury area, Erwin J. Frey, WBRY, *TFC.

A number of NAB districts scored sharp advances in the number of programs definitely listed for completion.

Texas, District XIII, jumped from a score of .125 with one program scheduled, to .625 with five out of a total of eight allocations scheduled. District XI, Minnesota, North and South Dakota and part of Wisconsin, advanced from .500 to .833. When one more allocation is registered with NAB, this district will join the "Hundred Per Centers," Districts II, IV, IX and XII. New Task Force Commander of the Sioux Falls-Yankton area is Gene P. Loffler, program director, WNAX.

District Completion Standing

District IV holds top place for completed programs shipped to Los Angeles with 7; District IX holds second place with 5; while Districts II and V have each shipped 4 shows.

---

* Task Force Commander.

BANNERMAN ARTICLE

(The following article by Glen Bannerman, President and General Manager of the Canadian Association of Broadcasters, appears in the December 9 issue of *The Canadian Broadcaster*. It carries a message which we believe will be of great interest to all American broadcasters. It follows in full.)

Beyond the New Horizons Broadcasting Wields Its Power

Christmas 1939! That first war Christmas, way back in the thirties, seems a long time ago, as Christmas 1944—and may we hope the last wartime Christmas—looms into view. It is a long time for the world to be torn with ruthlessness and unspeakable cruelties. Yet through these years man has reached unheard of heights of bravery and courage. Countless human beings have laid down their lives that their fellow men and women may live in freedom, and learn anew what freedom means and is.

Those of us who have been privileged to work with and be a part of the great and ever-growing medium of broadcasting owe it to those who have been, and are fighting for freedom to be unceasingly vigilant to the end that no one shall ever be able to harness the power of radio to selfish purposes. We must stand perpetual guard over the portals of this medium against one-sidedness from special interests and pressure groups, no matter from what strata of our social world they may come.

The broadcasting medium must always be a sounding board where controversy rings out in many voices, to be judged by all Canadian citizens as to what, out of it all, is best for our democratic way of living.

As we look beyond the horizon of this war-torn world, and catch glimpses of the rays of hope heralding a new dawning of peaceful days every man and woman who is a part of the broadcasting system—operator, artist or technician—has an obligation to make certain that the maximum of pleasure, help and usefulness is provided for all Canadian listeners—not just the favored few, but all Canadians in their many walks of life.

If this obligation is taken, and lived up to, then, and only then, will the new horizons reveal themselves in splendor, and broadcasting wield its power as a great medium for freedom and the democratic ideal.

Some there are who become restive and intimidated under the white light of public criticism to which radio broadcasting is daily subjected. Can they not realize that this very criticism is at once radio's badge of importance and a hope for the future? People do not criticize things that are lifeless and of no importance.

Compare the programs of the day in this year of 1944 with those of 1924. In twenty years, under the lash of public desire and criticism, some constructive, some destructive—radio programming has come a long way. Given freedom of progress—to learn by its mistakes—it will go much further in serving its only true master, the listening public.

Today is a testing time for both publicly owned and privately owned broadcasting systems. If either or both lose touch with the fundamental requirements of the great mass of the listening public for relaxation and entertainment, for the music they love and the information they desire, then radio will fail to play its rightful part in the life of the nation. On the other hand, if it strives continuously to serve its master truly, radio broadcasting will be a bulwark for freedom and democracy. Then it will wield a power and influence little dreamed of even today by its most ardent attendants.

As we near the sixth war time Christmas, as we look back through time and see the contribution that radio has made towards helping to win the war, as we see its mistakes and its successes, let all, who serve in broadcasting, turn and look beyond the new horizon with a dedication in their hearts to bring new laurels to the medium in terms of greater service to humanity.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, December 25. They are subject to change.

Thursday, December 28

Further Consolidated Hearing

NEW—Marietta Broadcasting Co. (Virgil V. Evans, owner), Marietta, Ga.—C. P. for a new station. **1230 kc.,** 250 watts, unlimited.

NEW—Fred B. Wilson and Channing Cope, d/b as Chattahoochee Broadcasters, Marietta, Ga.—C. P. for a new station. **1230 kc.,** 250 watts, unlimited.

Friday, December 29

NEW—Harold H. Thoms, Durham, N. C.—C. P., **1580 kc.,** 1 KW, unlimited.

Federal Communications Commission Action

APPLICATIONS GRANTED

KROW—Educational Broadcasting Corp. (assignor), KROW, Inc. (assignee), Oakland, Calif.—Granted consent to voluntary assignment of license of station KROW from Educational Broadcasting Corp., assignor, to KROW, Inc., assignee, for a consideration of $250,000 plus. (B5-AL-458)

WGGA—Austin F. Dean (transferor), Charles Smithgall (transferee), Blue Ridge Broadcasting Co. (licensee), Gainesville, Ga.—Granted consent to acquisition of control of Blue Ridge Broadcasting Co., licensee of station WGGA, by the sale of 20 shares or 11.43 per cent of its outstanding capital stock by Austin F. Dean to Charles Smithgall (who at present owns 40 per cent) for a total consideration of $5,375. (B3-TC-410)

H. Ross Perkins and J. Eric Williams, d/b as New Haven Broadcasters, New Haven, Conn.—Granted petition, in part, to reinstate application for construction permit for new standard station to operate on **1170 kc.,** 1000 watts, daytime only, and designated said application for hearing. (B1-P-3216)

KGCU—J. K. Kennelly, et al. (transferors), W. S. Russell, et al. (transferees), Mandan Radio Association (licensee), Mandan, N. Dak.—Granted consent to voluntary transfer of control of Mandan Radio Association, licensee of station KGCU, from J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly and Palace Theatre Company, by the transfer of 146 2/3 shares, or 66 2/3 per cent of the outstanding capital stock of license to W. S., H. S. and W. R. Russell, H. W. Lanterman, A. M. Femrite, W. H. Walton and F. M. Foster for a consideration of $3,667. (B4-TC-415)

WJZ—Blue Network Company, Inc., New York City, N. Y.—Adopted order denying petition for rehearing filed by WJZ, directed against the order of the Commission on November 9, 1944, granting Century Broadcasting Co. (KWBU), Corpus Christi, Texas, a special service authorization to operate on **1030 kc.,** 50 KW power, directional antenna, during the hours of local sunrise to local sunset at Corpus Christi.

WJZ—Blue Network Company, Inc., New York City, N. Y.—Adopted Order denying petition filed by WJZ requesting reconsideration of the Commission's order of October 9, 1944, granting in part its motion for enlargement of issues in the hearing on applications of Albuquerque Broadcasting Co. (KOB) for modification of construction permit, for license to cover construction permit as modified, and authority to determine operating power by direct measurement (Dockets 6584 and 6585).

KNOE—KNOE, Inc. (assignor), James A. Noe (assignee), Monroe, La.—Granted consent to voluntary assignment of license of station KNOE, from KNOE, Inc., to James A. Noe; no monetary consideration involved. (B3-AL-461)

WNOE—WNOE, Inc. (assignor), James A. Noe (assignee), New Orleans, La.—Granted consent to voluntary assignment of license of station WNOE, from WNOE, Inc., to James A. Noe; no monetary consideration involved. (B3-AL-462)

WILM—J. Hale Steinman and John F. Steinman (transferors), Alfred G. Hill (transferee), Delaware Broadcasting Co. (licensee), Wilmington, Dela.—Granted transfer of control of Delaware Broadcasting Co., licensee of station WILM, from J. Hale Steinman and John F. Steinman, by the sale of 404 shares, or 66 2/3 per cent, of the voting stock, and 68 shares, or 66 2/3 per cent of non-voting preferred stock, to Alfred G. Hill for a consideration of $125,000. Commissioners Walker and Durr voted for a hearing. (B1-TC-403)

WAGF—John T. Hubbard, Julian C. Smith, Fred S. Moseley and Horace Hall, d/b as Dothan Broadcasting Co., Dothan, Ala. —Granted modification of license to change hours of operation from daytime to unlimited time. (B3-ML-1203)

WJZ-WENR-KGO-KECA—Blue Network, Inc. (assignor), American Broadcasting Co., Inc. (assignee)—Granted consent to voluntary assignment of licenses of stations WJZ, New York, N. Y., WENR, Chicago, Ill., KGO, San Francisco, Calif., and KECA, Los Angeles, Calif., and 4 associated relay stations, from Blue Network, Inc., to American Broadcasting Co., Inc.; no monetary consideration involved. (B1-AL-451 through 454)

Granite District Radio Broadcasting Co., Salt Lake City, Utah—Granted extension of time, to January 13, 1945, within which to comply with the procedural conditions attached to a conditional grant for a new standard broadcast station. (B5-P-2750)

KRBC—Reporter Broadcasting Co., Abilene, Texas; H. C. Cockburn, tr/as San Jacinto Broadcasting Co., Houston, Texas; KPLC, Calcasieu Broadcasting Co. (T. B. Lanford, R. M Dean and L. M. Sepaugh), Lake Charles, La.—Granted petition to reinstate application for construction permit to change frequency from **1450** to **1470 kc.,** increase power from 250 watts to 1 KW, and make changes in directional antenna, and designated said application for consolidated hearing (B3-P-2553; Docket 5968); to be heard with application of San Jacinto Broadcasting Company for construction permit for new station at Houston to operate on **1470 kc.,** 1 KW, unlimited time (B3-P-3661); and with application of KPLC to change its operating assignment from **1490 kc.,** 250 watts, unlimited time, to **1470 kc.,** 1 KW, unlimited time, to install new transmitter and make changes in antenna (B3-P-3623, Docket 6664).

Zenith Radio Corp., Chicago, Ill.—Granted construction permit for new experimental television broadcast station to operate with 250 watts visual (1 KW peak), aural 1 KW, unlimited time, frequency to be assigned by FCC Chief Engineer. (B4-PVB-125)

Farnsworth Television & Radio Corp., Ft. Wayne, Indiana—Granted construction permit for new experimental television broadcast station to operate with 4 KW (peak), visual; aural, 4 KW to 6 KW, unlimited time, frequency to be assigned by FCC Chief Engineer. (B4-PVB-112)

Intermountain Broadcasting Corp., Salt Lake City, Utah—Granted construction permit for new experimental television broadcast station to operate with 400 watts peak, visual; 200 watts aural, unlimited time, frequency to be assigned by FCC Chief Engineer. (B5-PVB-98)

Evansville on the Air, Inc., Glenwood, Indiana—Granted application for construction permit for new developmental broadcast station to operate with 1 KW power, unlimited time, special emission for FM, on frequency to be assigned by FCC Chief Engineer. (P4-PEX-52)

DESIGNATED FOR HEARING

Fred Weber, E. A. Stephens and William H. Talbot, d/b as Texas Broadcasters, Houston, Texas.—Designated for hearing application for construction permit for new standard broadcast station to operate on **1580 kc.,** 1 KW day, 500 watts night, unlimited time (B3-P-3648).

Herbert W. Brown and David A. Brown, d/b as Central Valley Radio, Lodi, Calif.; Myron E. Kluge, Earle E. Williams and C. Harvey Hass, d/b as Valley Broadcasting Co., Pomona, Calif.—Designated for consolidated hearing, application of Central Valley Radio for construction permit for new standard broadcast station to operate on **1600 kc.,** 250 watts, unlimited time, at Lodi, Calif. (B3-P-3693); to be heard with application of Valley Broadcasting Co. for construction permit for a new standard broadcast station at Pomona, Calif., to operate on **1600 kc.,** 500 watts, unlimited time (B5-P-3610; Docket 6633).

LICENSE RENEWALS

WSPA—Spartanburg Advertising Co., Spartanburg, S. C.—Granted renewal of license of station WSPA for regular period. (B3-S-775)

KTSM—Tri-State Broadcasting Co., Inc., El Paso, Texas—Granted renewal of license for the period ending not later than November 1, 1947.

WCSC—John M. Rivers, Charleston, S. C.—Granted renewal of license for the period ending not later than November 1, 1947.

Granted further extension of licenses of following stations upon a temporary basis only, pending determination upon application for renewal of license, in no event later than March 1, 1945: KEX, Portland, Ore.; KGW, Portland, Ore.; WBT, Charlotte, N. C.

KECA—Blue Network Company, Inc., Los Angeles, Calif.—Granted renewal of license of station KECA on a regular basis. (B5-R-50)

MISCELLANEOUS

Herman Anderson and Robert Franklin, Tulare, Calif.—The Commission adopted an order setting aside its action of December 5, pending further examination of the application and related matters, concerning the grant of the petition of Herman Anderson requesting the Commission's consent to the withdrawal of Robert Franklin as a party to the application for a new station, and that Herman Anderson be deemed to be the sole party applicant, and granted without hearing, application for a new station to use **1240 kc.,** 250 watts, unlimited time.

KECA—Blue Network Co., Inc., Los Angeles, Calif.—Petition for forthwith grant without a hearing of application (B5-P-3783) to change frequency from **790 kc.** to **770 kc.,** increase power from 5 to 50 KW, install new transmitter and DA for day and night use, and local move of transmitter and studio, was denied insofar as it requests immediate action on this application.

KECA—Blue Network Co., Inc., Los Angeles, Calif.—Denied petition to consolidate hearings on applications of KOB, Albuquerque, for modification of construction permit and license to cover permit as modified, to change frequency from **1180 kc.** to **770 kc.,** and authority to determine operating power, now scheduled for January 2, with hearing on application of KXA, American Radio Telephone Co., Seattle, Wash., with a hearing on KECA's application (B5-P-3783), and the request in the alternative to intervene in the hearing on the above entitled applications, was dismissed.

KXA—American Radio Telephone Co., Seattle, Wash.—Granted in part petition for leave to amend application for modification of license, and the application as amended, was removed from the hearing docket and hearing now scheduled for January 18 cancelled.

WOPI—Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.—Granted motion for continuance of hearing on application for construction permit to change frequency and increase power, now set for January 3, continued to March 5, 1945.

KWKH—International Broadcasting Corp., Shreveport, La.—Granted motion to intervene in the hearing on application of WDGY, Minneapolis, for modification of license.

WEEU—Berks Broadcasting Co., Reading, Pa.—Granted in part motion for continuance of hearing now set for December 18 on application for renewal of license, and postponed same to February 19, 1945.

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Denied motion to strike issue No. 7 of designation in KOB case filed as part of KOB's opposition to various and sundry motions.

Ernest E. Forbes, Jr., tr/as Magic City Broadcasting Co., Birmingham, Ala.—Granted authority to take depositions in the consolidated hearing now scheduled for January 10, in re applications for new stations at Birmingham.

Earle C. Anthony, Inc.—Adopted order dismissing the application of Earle C. Anthony, Inc., for renewal of license of Station KECA, which was pending in Docket 6602.

APPLICATIONS FILED AT FCC

770 Kilocycles

KXA—American Radio Telephone Co., Seattle, Wash.—Modification of license to change hours of operation from limited time to unlimited time. Amended to change to a construction permit to increase power from 1 KW to 10 KW, change hours of operation from limited to unlimited, install new transmitter and directional antenna for night use and move transmitter.

930 Kilocycles

WKY—WKY Radiophone Co., Oklahoma City, Okla.—Modification of construction permit (B3-P-3114 as modified, which authorized increase in power, move of transmitter and installation of directional antenna for night use) for extension of completion date from 1-20-45 to 4-20-45.

1020 Kilocycles

KFVD—Standard Broadcasting Co., Los Angeles, Calif.—Construction permit to install a new transmitter, increase power from 1 KW to 5 KW, change transmitter location from Palms, Los Angeles, Calif., to Lynwood, Calif.

1060 Kilocycles

NEW—Myles H. Johns, Milwaukee, Wis.—Construction permit for a new standard broadcast station to be operated on **1060 kc.,** power of 1 KW and daytime hours of operation.

1070 Kilocycles

NEW—Central Broadcasting Co., Madison, Wis.—Construction permit for a new standard broadcast station to be operated on **1070 kc.,** power of 1 KW and daytime hours of operation.

1090 Kilocycles

KTHS—Radio Broadcasting, Inc., Hot Springs National Park, Ark.—Construction permit to increase power from 1 KW night, 10 KW daytime to 25 KW night and 50 KW daytime, install new transmitter and directional antenna for night use, move transmitter to near Narion, Ark., and move studio to a site to be determined, Memphis, Tenn.

1230 Kilocycles

WJEF—John E. Fetzer and Rhea Y. Fetzer d/b as Fetzer Broadcasting Company, Grand Rapids, Mich.—Modification of construction permit (B2-P-3590 which authorized construction of a new station) for extension of completion date from 12-31-44 to 3-31-45.

WCOL—Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley, partners d/b as The Pixleys, Columbus, Ohio.—Construction permit to install new transmitter and vertical antenna and change transmitter location.

1240 Kilocycles

NEW—Norfolk Broadcasting Corp., Norfolk, Va.—Construction permit for a new standard broadcast station to be operated on **1240 kc.,** power of 250 watts and unlimited hours of operation.

NEW—Frederic LeMieux, 3rd, and Mrs. Edna Capo LeMieux, d/b as Teche Broadcasting Co., New Iberia, La.—Construction permit for a new standard broadcast station to be operated on **1240 kc.,** power of 250 watts and unlimited hours of operation.

NEW—Midwestern Broadcasting Co., Cadillac, Mich.—Construction permit for a new standard broadcast station to be operated on **1240 kc.,** power of 250 watts and unlimited hours of operation.

1340 Kilocycles

WLAK—S. O. Ward tr/as Radio Station WLAK, Lakeland, Fla.—Authority to determine operating power by direct measurement of antenna power.

WRHI—Ernest H. Carroll, Virginia B. Carroll, James S. Beaty, Jr., and William C. Beaty, d/b as York County Broadcasting Co., Rock Hill, S. C.—License to cover construction permit (B3-P-3591, as modified), for a new station.

WRHI—Ernest H. Carroll, Virginia B. Carroll, James S. Beaty, Jr., and William C. Beaty, d/b as York County Broadcasting Co., Rock Hill, S. C.—Authority to determine operating power by direct measurement of antenna power.

1350 Kilocycles

NEW—Edgar T. Bell, Peoria, Ill.—Construction permit for a new standard broadcast station to be operated on **1350 kc.,** power of 1 KW, unlimited hours of operation and employing directional antenna day and night.

1450 Kilocycles

NEW—Hugh G. Shurtliff, Charles A. Shurtliff, Mereby Cardella (Della) Shurtliff, and Cleo Agnes Center, Santa Maria, Calif.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** power of 250 watts and unlimited hours of operation.

KNOE—Knoe, Inc., Monroe, La.—Voluntary assignment of license to James A. Noe.

WNOE—WNOE, Inc., New Orleans, La.—Voluntary assignment of license to James A. Noe.

NEW—Ventura Broadcasters, Inc., Ventura, Calif.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** power of 250 watts and unlimited hours of operation.

1490 Kilocycles

NEW—Jas. A. Brown, Ronald C. Johnson, Elbert B. Griffis, Bert Graulich, Chas. H. Johnson, Wm. A. Johnson, Jas. E. Brooker, Chas. E. Cross, Alden J. Woodworth, Frank E. Sater and Frank J. Beougher, d/b as Atlantic Shores Broadcasting, Ltd., Coral Gables, Fla.—Constructoin permit for a new standard broadcast station to be operated on **1490 kc.,** power of 250 watts and unlimited hours of operation. Amended re change in transmitter site.

1550 Kilocycles

WSOC—Radio Station WSOC, Inc., Charlotte, N. C.—Construction permit to change frequency from **1240 kc.** to **1550 kc.**

WSOC—Radio Station WSOC, Inc., Charlotte, N. C.—Construction permit to change frequency from **1240 kc.** to **1550 kc.,** increase power from 250 watts to 10 KW, install new transmitter and directional antenna for night use and change transmitter location.

NEW—Associated Broadcasters, Inc., Indianapolis, Ind.—Construction permit for a new standard broadcast station to be operated on **1550 kc.,** power of 250 watts and daytime hours of operation.

1560 Kilocycles

NEW—Mid-State Broadcasting Co., Peoria, Ill.—Construction permit for a new standard broadcast station to be operated on **1560 kc.,** power of 1 KW and unlimited hours of operation.

FM APPLICATIONS

NEW—Josh L. Horne, Rocky Mount, N. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47700 kc.** with coverage of 7,250 square miles.

NEW—Inland Broadcasting Co., Omaha, Nebr.—Construction permit for a new high frequency (FM) broadcast station to be operated on **44500 kc.** with coverage of 9,950 square miles.

TELEVISION APPLICATIONS

NEW—Television Productions, Inc., area of El Paso, Texas.—Construction permit for a new experimental television relay broadcast station to be operated on Channels #9 and 10 **(180000-192000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of El Paso, Texas—Construction permit for a new experimental television relay broadcast station to be operated on Channels #11 and 12 **(204000-216000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of Des Moines, Iowa—Construction permit for a new experimental television relay broadcast station to be operated on Channels #9 and 10 **(180000-192000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of Des Moines, Iowa—Construction permit for a new experimental television relay broadcast station to be operated on Channels #11 and 12 **(204000-216000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of Chicago, Ill.—Construction permit for a new experimental television relay broadcast station to be operated on Channels #9 and 10 **(180000-192000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of Chicago, Ill.—Construction permit for a new experimental television relay broadcast station to be operated on Channels #11 and 12 **(204000-216000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of Peru Mountain, Vt.—Construction permit for a new experimental television relay broadcast station to be operated on Channels #13 and 14 **(230000-242000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of Peru Mountain, Vt.—Construction permit for a new experimental television relay broadcast station to be operated on channels #15 and 16 **(258000-270000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of New York, N. Y.—Construction permit for a new experimental television relay broadcast station to be operated on Channels #13 and 14 **(230000-242000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of New York, N. Y.—Construction permit for a new experimental television relay broadcast station to be operated on channels #15 and 16 **(258000-270000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of Buffalo, N. Y.—Construction permit for a new experimental television relay broadcast station to be operated on Channels #13 and 14 **(230000-242000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of Buffalo, N. Y.—Construction permit for a new experimental television relay broadcast station to be operated on channels #15 and 16 **(258000-270000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of Detroit, Mich.—Construction permit for a new experimental television relay broadcast station to be operated on Channels #13 and 14 **(230000-242000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Television Productions, Inc., area of Detroit, Mich.—Construction permit for a new experimental television relay broadcast station to be operated on Channels # 15 and 16 **(258000-270000 kc.)**, A5 and special emission, power of 100 watts.

NEW—Times-World Corporation, Roanoke, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on **45300 kc.** with coverage of 30,340 square miles.

NEW—Star-Times Publishing Co., St. Louis, Mo.—Construction permit for a new commercial television broadcast station to be operated on Channel #2 **(60000-66000 kc.)**.

NEW—Television Productions, Inc., area of Los Angeles, Calif.—Construction permit for a new experimental television relay broadcast station to be operated on Channels #11 and 12 **(204000-216000 kc.)**, A5 and special emission, power of 100 watts.

MISCELLANEOUS APPLICATION

KGGF—Hugh J. Powell, Coffeyville, Kans.—License to use formerly licensed W.E. 106-B transmitter as an auxiliary with power of 500 watts night and 1 KW daytime.

Federal Trade Commission Docket

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why a cease and desist order should not be issued against it.

American Flag Company—A complaint has been issued charging American Flag Company, 73 Mercer Street, New York, manufacturer of flags, banners and pennants, with failing to disclose, and with misrepresenting, the fiber content of certain articles of its merchandise, in violation of the Federal Trade Commission Act, and with misbranding others, in violation of the Wool Products Labeling Act. (5261)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist order last week:

Hastings Manufacturing Company, Hastings, Michigan, has been ordered to cease and desist from the use of certain unfair trade practices directed toward acquiring new and exclusive jobber outlets for selling and distributing Hastings piston rings to the replacement trade. (4437)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Champion Company, 1154 North Western Avenue, Los Angeles, has entered into a stipulation to discontinue certain misrepresentations in connection with the sale of a storage battery designated "Champion Battery Service." (3930)

E. R. Davis Prescription Co., Blaine, Wash., selling a medicinal preparation called "Davis Formula No. 7895," stipulated that he will cease and desist from disseminating any advertisement which fails to reveal that the preparation is potentially harmful and should not be used in cases of tuberculosis or goitre; provided, however, that such advertisements need contain only the statement, "CAUTION: Use Only as Directed," if the directions for use on the label or in the labeling contain a warning to the same effect. (03238)

Frank & Meyer Neckwear Company—A stipulation to discontinue misrepresenting the method of manufacture of neckties has been entered into by Frank & Meyer Neckwear Co., 1130 Washington Ave., St. Louis. After accepting the stipulation, the Commission closed without prejudice the case growing out of the complaint it has issued against the respondent company. (5229)

Manhattan Auto & Radio Co., 1706 Seventh St., N. W., Washington, D. C., entered into a stipulation to discontinue misrepresenting certain radio receiving sets with respect to the number of tubes they contain. (03239)

Nelson-Hall Company, 1319 South Wabash Avenue, Chicago, stipulated that in connection with the sale of books containing instruction in jujitsu methods he will cease and desist from:

(1) Using any statement that tends to convey the belief that a person can become proficient in jujitsu without personal instruction, exercises, or practicing the various methods of attack and defenses involved in jujitsu training.

(2) Representing that a person can become proficient in jujitsu within ten days or any other period of time less than that actually required.

(3) Representing that as a result of reading his books entitled "Super Ju Jitsu" an individual can defeat armed persons and persons twice his size with only his bare hands, will be helped mentally, will be without fear or hesitation, and will be enabled to think clearly with split-second speed.

(4) Publishing any testimonials containing statements or assertions contrary to the terms of the stipulation. (3931)

Sachs Cigars, Inc., 5435 Myrtle Ave., Brooklyn, stipulated that it will discontinue misrepresenting the quality, price and construction of certain pipes it sells in interstate commerce. (3934)

VioBin Corp., Monticello, Ill., manufacturer of cereal products, has entered into a stipulation to cease and desist from misrepresenting the therapeutic properties of a defatted toasted wheat germ preparation it sells under the name "Life of Wheat." (3933)

Yankee Leather Goods Co., 208 Greene St., New York, stipulated that in connection with the sale of belts made of split leather he will cease and desist from use of the words "Genuine Selected Cowhide" as descriptive of a product not made of top grain bovine leather. He also agrees to discontinue use of the word "cowhide," or other words connoting leather, in any manner tending to convey the belief that the belt or other product so designated is made of top grain leather. (3935)

NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W. WASHINGTON 6, D. C. Vol. 12, No. 52, December 29, 1944

RADIO
1920-1945
XXV

"We are now looking at January 1, the first sheet on our desk calendar for the year 1945. Twenty-five years ago radio was sending its feeble impulses through the air in a modest bid for public attention. Few men at that time envisioned the greatness which has since matured for this miracle of communication. No one could have predicted the warmth and enthusiasm with which it was to be taken into the hearts and minds of the American people. Through unanimous public acceptance, radio has developed into an instrument for great good. It is more than a medium of mass communication; it is a medium for mass accomplishment.

"Radio's Twenty-fifth Anniversary year has been pledged to Victory! As each day dawns, let us renew that pledge, for surely we must count that day lost which has not seen the power and influence of our medium devoted to an increased war effort. It is our trust, the call of our destiny in these critical hours to inspire the energies of every American toward the winning of the war and the reward of peace."

J. HAROLD RYAN.

Happy New Year

NAB Reports
THE NATIONAL ASSOCIATION OF BROADCASTERS
1760 N St., N.W. WASHINGTON 6, D. C. Phone NAtional 2080

J. H. Ryan, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of Government Relations;* Lewis H. Avery, *Director of Broadcast Advertising;* Willard D. Egolf, *Director of Public Relations;* Howard S. Frazier, *Director of Engineering;* Paul F. Peter, *Director of Research;* Arthur C. Stringer, *Director of Promotion;* John Morgan Davis, *General Counsel.*

33,100,000 RADIO FAMILIES AT JANUARY 1

The NAB Research Committee has completed its annual estimate of the number and distribution of radio sets in the United States. The work of the committee was facilitated by the surveys of the Office of Civilian Requirements, War Production Board, during the war period. The latest of these surveys which was performed for the OCR by the Bureau of the Census was conducted April 17-22, 1944. This survey showed that 90% (89.910) of families in the United States own at least one radio. This percentage applied to the Bureau of the Census estimate of 36,783,000 families at January 1, 1945, resulted in a figure of 33,100,000 radio families. It is considered by the Research Committee that there has not been a material change in the percentage of radio ownership since the date of the OCR survey.

The figure of 33,100,000 radio families indicates that radio has not only maintained but increased its effectiveness as an advertising medium despite the war time shortages of tubes and repair parts. England, Ireland and Canada have recently reported similar experiences in the expansion of radio families, issuance of radio receiving set licenses in those countries producing positive count of radio receiving equipment.

Total radio receiving sets in the country were estimated at 59,000,000. "Extra sets" in homes, sets in places of business, institutions, etc., account for 17,150,000 and auto sets number 8,750,000. These figures added to the 33,100,000 radio families comprise the 59,000,000 total.

The Research Committee estimate indicates that a million radio sets have been retired from use since January 1, 1944. These are sets which have been discarded because of the complete unavailability of the repair parts needed or because the cost of repair was not considered economic. Portable battery sets have been temporarily retired because batteries to power them are not being produced.

The number of "extra sets" in homes has been affected by a redistribution to new families. Since the census of 1940 there has been an increase in the number of U. S. families of 1,960,000. These new families are composed of individuals breaking away from old family units and setting up a family establishment separately; couples marrying and establishing a new home, individuals establishing separate homes and during the war time period the tremendous number of individuals moving into new localities and establishing homes while engaged in war work. In these instances of new families being established, OCR surveys have found that their radio ownership is essentially the same as that for the older established families. This has been maintained apparently by drawing upon "extra sets" in homes. The older folks in the family presenting the newlyweds with one of the "extra sets," or daughter taking an "extra set" to her living quarters in the distant aircraft manufacturing center.

The 250,000 decline in the number of auto radios is readily explained by the decrease in the number of passenger automobiles in use and to a lesser extent the conversion of auto radios for home use.

The OCR survey conducted last April indicated that eight percent of radio families had no radio in working order. This represented a decrease in the out-of-order percentage from the November 1943 OCR survey. The additional radio tube and farm radio battery production for civilian use from November 1943 to April 1944 accounted for this decrease. The production schedules on these items set up by the WPB for the period April 1944 to January 1, 1945, indicate that this percentage should have been further reduced. The normal out-of-order experience of 2 to 4 per cent will be attained when full production of tubes and parts for civilian use is reached and radio set production is resumed.

BROADCAST MEASUREMENT BUREAU INCORPORATED

Bearing signatures of Harold Ryan, NAB President; Fred Gamble, AAAA President; and Paul West, ANA President, the Articles of Incorporation of the Broadcast Measurement Bureau have been filed with the Secretary of State of Delaware. This marks the culmination of the plans formulated as a result of the unanimous action of the membership at the War Conference in Chicago in August for the organization of an agency to standardize material on station circulation. The Board of BMB, consisting of six representatives from each of the participating organizations (NAB, AAAA, and ANA), will meet at an early date to complete the details of organization.

SELECTIVE SERVICE AND RE-EMPLOYMENT

The recent announcement of Justice Byrnes, Director of War Mobilization and Reconversion, is likely to result in some serious manpower problems on the part of broadcasters. Justice Byrnes announced that after consultation with representatives of the Army, Navy, WMC and Selective Service he had requested the Director of Selective Service to amend the regulations to provide for the calling of additional men in the higher age groups into the armed services to replace men released by the Army and Navy to man critical war programs.

The Director pointed out that in addition to the veterans returning to civil jobs at his insistence, the Army and Navy had already released several thousand men to fill in part the existing manpower shortage in critical war plants and that the demands for such releases are increasing. He further pointed out that the tremendous numbers now actually engaged on the fighting fronts has increased the requirement for physically fit soldiers. In order that these men may be replaced the Director said that he deemed it necessary to increase the number of calls by Selective Service of men between the ages of 26 and 37 who are not now doing their part to contribute to the war effort.

General Hershey, Director of Selective Service, has notified all local boards to re-examine the classification and availability of all men in this age group.

The status of radio broadcasting as an essential activity is in no way affected. NAB has issued in the past two years a total of 22 bulletins relating to the status of broadcasting under selective service. The particular attention of members is called to Selective Service Handbook Supplement No. 22, of May 16, 1944. This bulletin, a limited number of extra copies of which are available upon request, outlines the present status of broadcasting under selective service. Station managers in filing claims for deferment should be extremely careful to follow the procedure outlined in Selective Service Handbook Supplement No. 9.

Still another matter in connection with selective service has to do with the re-employment of discharged veterans. In Re-Employment Bulletin No. 1, issued on June 9, complete information with respect to the obligations of employers under the Selective Service and Training Act of 1940 is outlined and the various types of discharge papers are described. Several instances have come to the attention of NAB headquarters where station managers have not been as careful in making inquiry of the applicant's former employer (the Army or Navy) as to qualifications of applicants as they should have been. In employing returned veterans the station manager should carefully examine discharge papers and satisfy himself that the applicant has had an acceptable service record.

FM STATIONS JOIN NAB

President Ryan communicated to the managements of all FM licensed stations a cordial invitation to affiliate with NAB. Prior to this invitation seven FM stations had been in active membership. Three additional FM stations have thus far sent in their applications. Among these is WMFM operated by the *Milwaukee Journal* which also re-affiliated WTMJ. Walter Damm, manager of these two stations, and also President of FMBI, in writing Harold Ryan said:

> "I think submission of our application at this time speaks for itself. It should settle among many people the perennial argument that this organization (or myself personally) is attempting to make FMBI the overall trade association. Our position in that has been made clear several times and I do not believe it will do any harm to reiterate it.
>
> "FMBI has a job to do during the formative stage of this new service, just as the TBA has a job to do. Neither of these jobs can be done by the NAB as the overall trade association. The NAB has a big task before it and can be of material help to all engaged in the radio industry. We sincerely hope that in doing that job it will prosper."

It is confidently expected that many more FM stations will avail themselves of the services and facilities of NAB. Anything members can do to encourage membership of FM, as well as AM and television, stations will be timely.

TWENTY-FIFTH ANNIVERSARY NETWORK COMMITTEE APPOINTED

Appointment of representatives of the four major networks to serve as a committee on the network observance of Radio's Twenty-fifth Anniversary throughout 1945 was announced today by Harold Ryan, NAB President.

Dr. Frank Stanton, Vice-Pres., CBS, New York; Robert D. Swezey, Vice-Pres. and Asst. General Mgr., Mutual, New York; Frank E. Mullen, Vice-Pres. and General Mgr., NBC, New York; and Mark Woods, President, Blue, New York, have been asked by Ryan to determine general network policy and correlate the activities of programming, advertising, publicity and promotion, sales, public relations and station relations during the Anniversary year.

Appointment of the committee was recommended on December 12 in New York when twenty representatives of the four major networks met to discuss plans for radio's Silver Anniversary observance, which has been "Pledged to Victory!" in 1945.

The network committee will meet in January and will be asked to join soon thereafter in a discussion of Anniversary activities with the NAB Public Relations Executive Committee, which is in charge of industry planning for the year.

BMI "XXV" RECORDINGS ON THE WAY!

Merritt Tompkins, Vice President and General Manager of Broadcast Music, Inc., announced this week that the recording of "XXV," Radio's 25th Anniversary Musical Signature, had been made and pressings are being shipped to all BMI licensed stations. Under present holiday conditions, it is not possible to promise the delivery of this recording prior to December 31. If it should arrive in time, one of the cuts on the record may be used for the midnight announcement, December 31.

The recording is designed for use throughout the year and contains seven cuts, three with voice and four with music only. We are indebted to BMI for its service to the industry in providing these recordings free to all stations. Stations not licensed by BMI may obtain a disc *free* and the right to use it simply by writing or wiring Broadcast Music, Inc., 580 Fifth Avenue, New York 19, New York.

"XXV" MUSICAL SIGNATURE GETS DEBUT ON ARMY HOUR

The "XXV" musical signature for Radio's Twenty-fifth Anniversary has been arranged to introduce the portion of The Army Hour, NBC, Sunday, December 31, 3:30 P.M., EWT, which will be given over to recognition of broadcasting's Silver Anniversary.

The original score was obtained from BMI, licensing agent for NAB, this week in New York.

SET 37 OVERSEAS SHOWS FOR JANUARY

Activities on the western front and measures taken by the government on the home front should spur Task Force Commanders to early completion of "Let's Go to Town" assignments. The need is urgent and we're behind schedule.

Shipments

Three programs for global broadcast have been shipped to Armed Forces Radio Service since last Thursday by:

Stanley W. Barnett, WOOD, Grand Rapids
Joseph Baudino, KDKA, Pittsburgh
Quincy A. Brackett, WSPR, Springfield, Mass.

New Allocation

North Platte, Neb., John Alexander, KODY, Task Force Commander.

January Production

Thirty-seven (37) "Let's Go to Town" programs are scheduled for January as follows:

DISTRICT I

Task Force Commander	*Production Area*
Harold Fellows—WEEI	Boston (2)
C. P. Hasbrook—WCAX	Burlington

DISTRICT II

Harold Smith—WABY	Albany
Michael Hanna—WHCU	Ithaca
A. E. Spokes—WJTN	Jamestown
Arthur Hayes—WABC, Chairman	New York City (3)
Gunnar Wiig—WHEC	Rochester
E. R. Vadeboncoeur—WSYR	Syracuse
Dean Andrews—WTTM	Trenton

DISTRICT III

George D. Coleman—WGBI	Scranton-Wilkes-Barre

DISTRICT IV

Howard L. Chernoff—WCHS	Charleston, W. Va.
B. T. Whitmire—WFBC	Spartanburg-Greenville
Fred Shawn—WRC	Washington, D. C.

DISTRICT VI

Task Force Commander	*Production Area*
Roy Dabadie—WJBO	Baton Rouge
B. G. Robertson—KTBS	Shreveport

DISTRICT VII

J. L. Bowden—WKBN	Youngstown

DISTRICT IX

William E. Hutchinson—WAAF	Chicago (2)

DISTRICT X

John Alexander—KODY	North Platte
John Tinnea—KWK	Saint Louis (2)
Dietrich Dirks—KTRI	Sioux City

DISTRICT XI

P. J. Meyer—KFYR	Bismarck
Walter C. Bridges—WEBC	Duluth
A. E. Joscelyn—WCCO	Minneapolis
Gene P. Loffler—WNAX	Yankton-Sioux Falls

DISTRICT XII

Ben Ludy—WIBW	Topeka

DISTRICT XIII

Martin B. Campbell—WFAA-KGKO	Dallas
Karl O. Wyler—KTSM	El Paso
George Cranston—WBAP-KGKO	Fort Worth
Hugh A. L. Halff—WOAI	San Antonio

DISTRICT XIV

Maxson I. Bevens—KGHF	Pueblo

DISTRICT XVII

W. B. Stuht—KOMO	Seattle
Verne E. Sawyer—KMO	Tacoma

BIG RESPONSE TO WIOD BOND SHOWS

During the 6th War Loan Jim LeGate, general manager, WIOD, Miami, wrecked one adding machine in keeping account of sales resulting from promotions in which staff members participated. Says Jim:

"Bond sales at WIOD's War Bond Stage, located on a truck in front of Burdine's Department Store in downtown Miami, netted a record total of $485,000 for the first eleven days of the Sixth War Loan Drive. Due to congested traffic in front of Burdine's, we took only eleven days.

"The stage, sponsored each day by a different organization, auctioned off merchandise and services, the most unusual being pints of blood donated by members of the Frolic Club to be bought by persons unable themselves to give blood. These 'donor by proxy' sales totaled $17,775. Tony Pastor and his orchestra entertained the crowds on Saturday, December 2, while the 'blood by proxy' auction was in full swing.

"The WIOD 'Merriemen', staff orchestra, performed on the bond stage November 21, and, on that day, the bonds totaled $11,975.

"Robert Fidlar, WIOD, program director, appeared with Danny Kaye, night club entertainer and Hollywood movie star, at the Lincoln Theatre, Miami Beach, December 6. Bond sales totaled $713,700.

"John Harvey, WIOD announcer, was Master of Ceremonies at the M & M Cafeteria '$1,000 Bond Dinner' with entertainment that included two WIOD singers, John Hale and Tony Sharabba, and the WIOD 'Merriemen', staff orchestra. Bonds totaled $750,000 for the event."

PRESIDENT EXTOLS ADVERTISING

In a letter to Harold B. Thomas, Chairman of the War Advertising Council, President Roosevelt extolled the work of the Council and the contribution which advertising has made to the war effort as follows:

"Thank you for calling my attention to the statement of the War Advertising Council, which sets forth your plans to continue your work into the reconstruction and post-war periods.

"Your organization has performed splendidly in achieving its patriotic purpose of 'mobilizing the forces of advertising to assist in winning the war.' The voluntary contribution made by advertising men and women under the Council's leadership has been of notable assistance to the government's wartime information programs. I am informed that nearly a billion dollars worth of advertising has been contributed to war programs since Pearl Harbor. This large-scale aid from American business has helped our people keep informed of the need to buy war bonds, prevent inflation, donate blood and otherwise play their part in the war.

"The need for this wartime aid will continue until the last shot is fired. I cannot emphasize this point too strongly. Those who are assisting in bringing information to the people have a responsibility to help prevent any letdown on the home front.

"And after the war, there will be many critical natural problems requiring the understanding and cooperation of every American. It is vitally important that the working partnership between business and government, which has so successfully brought information to the people in wartime, continue into the post-war period.

"I am, therefore, most gratified to learn that the Council plans to continue its public service, and I hope your work will receive the unqualified support of businessmen throughout the nation."

NAVY THANKS BROADCASTERS

Rear Admiral A. S. Merrill, U. S. N., Director of the Office of Public Relations of the Navy Department, has written President Ryan an expression of his appreciation of the contributions which NAB and the stations have made to the Navy program during the past year. His letter follows:

"The year 1944 has seen the United Nations make great strides toward the ultimate victory, for which we are all striving. During this eventful year, the National Association of Broadcasters and its many member stations have assisted the Navy both in telling its story and in procuring personnel.

"I wish to take this opportunity of thanking you, your staff and membership for your cooperation during 1944, and to extend to all hands best wishes for a Merry Christmas and a New Year that will bring us closer to our ultimate goal."

CORRESPONDENTS PLAN DINNER

The Radio Correspondents Association, embracing radio writers and commentators in the National Capital and elsewhere, is perfecting plans for its annual dinner. This year's affair will be on a much larger scale than previous observations. Some 300 persons high in the official life of Washington have been invited. The affair will be held on January 13 at the Statler Hotel.

NAB is cooperating with the Radio Correspondents Association and the networks and Washington stations in staging this dinner.

Earl Godwin, Blue Network commentator, is President of the Association; William Costello, CBS, is Chairman of the Committee on General Arrangements. The Committee on Hotel Arrangements is headed by Claude Mahoney, CBS; William McAndrew, NBC, is chairman of the Invitations Committee, while the Entertainment Committee is headed by Robert S. Wood, CBS.

NAB INVESTIGATING DAMAGE TO TRANSMITTING TUBES IN TRANSIT

Several complaints have reached NAB reporting careless handling of transmitting tubes in shipment resulting in damage to the tubes and consequent loss of vital war materials. The NAB Engineering Department is now making a study of this problem for the purpose of determining what corrective measures may be taken.

It will be very helpful to receive full information from all stations who have experienced damage to tubes while in transit within recent months. Please state your experience in securing satisfactory settlement of damage claims from the carrier. Kindly address correspondence to the NAB Engineering Department.

TURKEY TO ADD STATIONS

Construction of four new radio broadcasting stations in Turkey and enlargement of the existing station at a cost of $4,230,800 has been authorized by the National Assembly, according to the Department of Commerce.

There have been many complaints that the existing station at Ankara cannot be heard clearly in other parts of the country.

1944 INDEX

This is the final issue of the Volume XII (1944) NAB Reports. A complete cumulative index of these Reports will be published in separate form and mailed with next week's Reports. Those stations which make a policy of binding the Reports should, therefore, delay sending them to the binder until this index is received.

Federal Communications Commission Docket

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, January 1. It is subject to change.

Tuesday, January 2

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mexico. —Modification of C.P. 770 kc. 50 KW., unlimited.

KOB—Albuquerque Broadcasting Co., Albuquerque, New Mexico. —License to cover C.P. (B5-P-2783) as modified and authority to determine operating power by direct measurement.

Federal Communications Commission Action

APPLICATIONS GRANTED

WJEF—Fetzer Broadcasting Co., Grand Rapids, Mich.—Granted modification of construction permit which authorized a new station, for extension of completion date from December 31/44 to March 31/45 (B2-MP-1785), subject to the condition that permittee take proper measures to insure operation within the frequency tolerance permitted by the Commission's rules and will install an approved frequency monitor when the Commission determines that such monitors are available.

KIUL—Frank D. Conard, tr/as Radio Station KIUL, Garden City, Kans.—Granted license to cover construction permit which authorized increase in power from 100 to 250 watts, and make changes in transmitting equipment. (B4-L-1845)

KSUB—Southern Utah Broadcasting Co., Cedar City, Utah.—Granted license to cover construction permit which authorized changes in equipment and increase in power from 100 to 250 watts. (B5-L-1844)

WBRK—Monroe B. England, Pittsfield, Mass.—Granted authority to determine operating power by direct measurement of antenna power. (B1-Z-1646)

W4XAJ—The Atlanta Journal Co., Portable, Area of Atlanta, Ga. —Granted license to cover construction permit for new developmental broadcast station to be used in the area of Atlanta; frequencies to be assigned by the Commission's chief engineer from time to time; power: 700 watts. The license is granted upon an experimental basis only and upon express condition that it is subject to change or cancellation by the Commission at any time without advance notice or hearing if in its discretion the need for such action arises. Nothing contained herein shall be construed as a finding by the Commission that the operation of this station on the frequency authorized is or will be in the public interest beyond the express terms hereof. (B3-LEX-19)

KSAM—W. J. Harpole and J. C. Rothwell, d/b as Radio Station KSAM, Huntsville, Texas.—Granted modification of license to change hours of operation from daytime to unlimited. (B3-ML-1208)

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Granted renewal of license for the regular period.

W2XMT—Metropolitan Television, Inc., New York, N. Y.—Granted modification of construction permit which authorized new experimental television broadcast station, for extension of completion date only, from Dec. 31/44 to March 31/45. The construction permit was granted upon an experimental basis only, conditions.

K7XSB—August G. Hiebert, Fairbanks, Alaska.—Granted extension of authority for the period ending June 30, 1945, to operate Class I Experimental station as a relay broadcast station for the transmission of programs to the United States; frequencies, 9135, 12862.5 and 17310 kc.; 500 watts; conditions.

KFBC—W. A. Corson (Transferor), The Cheyenne Newspapers, Inc. (Transferee); Frontier Broadcasting Co. (Licensee), Cheyenne, Wyo.—Granted consent to acquisition of control of Frontier Broadcasting Co., licensee of station KFBC (Comrs. Durr and Walker voting for hearing), by The Cheyenne Newspapers, Inc., for the consideration of $2,275 for 175 shares, or 7% of the outstanding capital stock of licensee. (B5-TC-418)

WGRC—Northside Broadcasting Corp., Louisville, Ky.—Granted petition in part to reinstate application for construction permit (Docket 6052) and ordered that the application be designated for further hearing to be consolidated with conflicting application of WKPT, Kingsport Broadcasting Co., Kingsport, Tenn. (Docket 6249), upon the issues relating to conformity with Commission's Supplemental Statement of Policy of January 26, 1944. Adopted order denying petition of WGRC to intervene in Docket 6249, and ordered that the application of WKPT be consolidated with Docket 6052.

WMPS—Memphis Publishing Co. (Transferor), WMPS, Inc. (Transferee), Memphis Broadcasting Co. (Licensee), Memphis, Tenn.—Granted consent to transfer control of Memphis Broadcasting Co., licensee of station WMPS, from Memphis Publishing Co. to WMPS, Inc., a wholly owned subsidiary of Plough, Inc., for a consideration of $350,000, in order to comply with Commission's multiple ownership rule. (Comr. Durr voting for hearing.)

WKIP—Poughkeepsie Broadcasting Corp. (Assignor), Poughkeepsie Newspapers, Inc. (Assignee), Poughkeepsie, N. Y.—Granted consent to voluntary assignment of license of station WKIP from Poughkeepsie Broadcasting Corp. to Poughkeepsie Newspapers, Inc. No monetary consideration involved. (B1-AL-459)

KSWO—Willard Carver and Byrne Ross (Assignors), Byrne Ross and R. H. Drewry, d/b as KSWO Broadcasting Co. (Assignees), Lawton, Okla.—Granted consent to voluntary assignment of license of station KSWO from Willard Carver and Byrne Ross to Byrne Ross and R. H. Drewry, d/b as KSWO Broadcasting Co., for the sum of $17,500 cash for

50% interest. This is a newly formed partnership in which each partner's interest therein is equal. (B3-AL-457)

KSKY—Chilton Radio Corp. (Assignor), SKY Broadcasting Service, a partnership composed of A. L. Chilton, Leonore H. Chilton, and James Ralph Wood (Assignees), Dallas, Texas. —Granted consent to voluntary assignment of license of station KSKY from Chilton Radio Corp. to SKY Broadcasting Service, a partnership composed of A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a newly formed partnership, changing licensee from a corporation to a partnership. (B3-AL-455)

WEEU—Clifford M. Chafey, Harold O. Landis, Harry S. Craumer and Raymond A. Gaul (Transferors), George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein (Transferees), Berks Broadcasting Co. (Licensee), Reading, Pa.—Granted consent to transfer of control of Berks Broadcasting Co., licensee of station WEEU (Comr. Durr voting for hearing), from Clifford M. Chafey, Harold O. Landis, Harry S. Craumer, and Raymond A. Gaul, to George J. Feinberg, Joseph M. Nassau, and Milton J. Hinlein, for a consideration of $210,000, representing 1000 shares or 100% of the outstanding capital stock of licensee, in order to comply with Commission Order 84-B. (B2-TC-404)

LICENSE RENEWALS

The following stations were granted renewal of licenses for the period shown:

For period ending November 1, 1947: KSO, Des Moines, Iowa; WCOA, Pensacola, Fla.; WSPD, Toledo, Ohio; WTSP, St. Petersburg, Fla.

For the period ending November 1, 1945: WOOD and auxiliary, Grand Rapids, Mich.; WXYZ and auxiliary, Detroit, Mich.

For the period ending May 1, 1947: WCOP, Boston, Mass.

DESIGNATED FOR HEARING

WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Designated for hearing application for construction permit to increase power from 1 to 5 KW, install new transmitter, and change directional antenna for day and night use. (B4-P-3737)

MISCELLANEOUS

WFBM—WFBM, Inc., Indianapolis, Ind.—Granted petition insofar as it requested leave to intervene in the hearing on the application of Courier Broadcasting Service, Inc., for new station at Birmingham, Ala. (which hearing is consolidated with Magic City Broadcasting Co., Docket 6679, Patterson Broadcasting Service, Docket 6680, and Thomas N. Beach, Docket 6681); dismissed petition insofar as it requested enlargement of the issues to be determined in the hearing on Courier Broadcasting Service, Inc. (Docket 6682)

Ronald B. Woodyard, Utica, N. Y.—Granted petition for leave to amend application for construction permit, so as to specify a new and different transmitter (Docket 6683), and application as amended was retained on the hearing docket.

Utica Observer-Dispatch, Inc., Utica, New York.—Granted petition for leave to intervene in the consolidated hearings on the applications of Utica Broadcasting Co., Inc., Utica, N. Y., for construction permit (Docket 6140) and Ronald B. Woodyard, Utica, N. Y., for construction permit (Docket 6683).

WGTM—Penn Thomas Watson, Wilson, N. C.—Granted motion for continuance of hearing now scheduled for January 8, 1944, in the matter of modification of license of Radio Station WGTM in Docket 6692, and Durham Broadcasting Co., Inc., for new station at Durham, N. C.; hearing continued to March 8, 1945.

At the same time the Commission granted the following applications: Charles P. Blackley (B2-P-3285, Docket 6215), for new station at Staunton, Va., to operate on **1400 kc.,** 250 watts, unlimited time; Charles Barham, Jr., and Emmalou Barham, d/b as Barham & Barham, Charlottesville, Va., for modification of license to operate Station WCHV on **1240 kc.,** 250 watts, unlimited time (Docket 6564); Fredericksburg Broadcasting Corp., Fredericksburg, Va., to operate Station WFVA on **1230 kc.,** 250 watts, unlimited time (Docket 6565); Thomas G. Tinsley, Jr., for new station at Richmond, Va., to operate on **1450 kc.,** 250 watts, sharing time with Station WBBL, Richmond, Va. (B2-P-2644); Grace Covenant Presbyterian Church, Richmond, Va., to operate Station WBBL on **1450 kc.,** 250 watts, during the following hours: On Sundays only from 11 a. m. to 12:15 p. m., and from 8 p. m. to 9 p. m., EST (B2-P-3638); and Southside Virginia Broadcasting Corp., for new station at Petersburg, Va., to operate on **1240 kc.,** 250 watts, unlimited time; these applications are granted subject to the January 26 policy of the Commission, and subject further to the condition that Tinsley, WBBL and Southside Virginia Broadcasting Corp. shall file specifications of equipment for 250 watt operation to be approved by the Chief Engineer.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Set for further hearing the applications of Wilkes-Barre Broadcasting Corp. (Docket 6135), Central Broadcasting Co. (Docket 6169), Northeastern Pennsylvania Broadcasters, Inc. (Docket 6170), and Key Broadcasters, Inc. (Docket 6171), for construction permits for new stations at Wilkes-Barre, Pa., to be consolidated with a hearing on the application of John H. Stenger, Jr., for a regular license for Station WBAX.

WPAG—Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Granted modification of construction permit, which authorized a new station, for approval of antenna and approval of transmitter and studio locations at Maple and Scio Church Roads, near Ann Arbor, and 3rd floor, Hutzel Bldg., Main and East Liberty, Ann Arbor, respectively. (B2-MP-1779)

WSYR—Central New York Broadcasting Corp., Syracuse, N. Y.—Granted motion requesting 60-day continuance of hearing on application for construction permit, now scheduled for December 21, and continued same to February 21, 1945.

WBAC—New Jersey Broadcasting Corp., area of Jersey City, N. J.—Cancelled license of relay broadcast station at request of applicant. (B1-RRY-180)

The following applications for new high frequency FM broadcast stations were placed in the pending files in accordance with Commission's policy of February 23, 1943:

Washtenaw Broadcasting Co., Ann Arbor, Mich.; Airfan Radio Corp., Ltd., San Diego, Calif.; Santa Catalina Island Co., Avalon, Calif.; Blue Network Co., Inc., San Francisco; Thomas Patrick, Inc., St. Louis, Mo.; Harbenito Broadcasting Co., Inc., Harlingen, Texas; The Metropolis Co., Jacksonville, Fla.; Quincy Newspapers, Inc., Quincy, Ill.; Union-Tribune Pub. Co., San Diego, Calif.; Marcus Loew Booking Agency, Washington, D. C.; The Out West Broadcasting Co., Colorado Springs, Colo.

The Regents of the University of New Mexico, Albuquerque, N. Mex.—Placed in the pending files application for new noncommercial educational broadcast station, in accordance with Commission's policy of February 23, 1943.

APPLICATIONS FILED AT FCC

910 Kilocycles

WABI—Community Broadcasting Service, Bangor, Maine—License to cover construction permit (B1-P-2349 as modified) for change in frequency, increase power, installation of new transmitter and directional antenna for night use.

WABI—Community Broadcasting Service, Bangor, Maine—Authority to determine operating power by direct measurement of antenna power.

970 Kilocycles

NEW—Texoma Broadcasting Co., Wichita Falls, Texas—Construction permit for a new standard broadcast station to be operated on **970 kc.,** power of 1 KW and daytime hours of operation.

1160 Kilocycles

WJJD—WJJD, Inc., Chicago, Ill.—Transfer of control of licensee corporation from Marshall Field to Field Enterprises, Inc. (15,000 shares common stock—100%).

1230 Kilocycles

WKVM—American Colonial Broadcasting Corp., Arecibo, P. R.—Modification of construction permit (B-P-3564 which authorized a new standard broadcast station) for approval of antenna and transmitter and studio sites. Amended: re change in studio site.

1360 Kilocycles

WSAI—Marshall Field, Cincinnati, Ohio—Voluntary assignment of license to Buckeye Broadcasting Company.

1450 Kilocycles

NEW—Standard Life Broadcasting Co., Meridian, Miss.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** power of 250 watts and unlimited hours of operation.

NEW—Mitchell G. Meyers, Ruben E. Aronheim & Milton H. Meyers, Brocton, Mass.—Construction permit for a new standard broadcast station to be operated on **1450 kc.,** power of 250 watts and unlimited hours of operation.

1550 Kilocycles

NEW—Commodore Broadcasting, Inc., Springfield, Ill.—Construction permit for a new standard broadcast station to be operated on **1550 kc.,** power of 250 watts and unlimited hours of operation.

FM APPLICATION

NEW—Memphis Publishing Co., Memphis, Tenn.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48100 kc.** with coverage of 19,640 square miles.

TELEVISION APPLICATION

NEW—Maryland Broadcasting Co., Baltimore, Md.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 **(66000-72000 kc.).**

MISCELLANEOUS APPLICATIONS

WBKY—University of Kentucky, Beattyville, Ky.—Modification of construction permit (B2-PED-30 which authorized move of transmitter, increase in power, change of emission) for changes in antenna system and extension of completion date.

W1XMR—Matheson Radio Co., Inc., Boston, Mass.—Modification of construction permit (B1-PEX-45 which authorized a new developmental broadcast station) for approval of transmitter site and specify frequencies of **49900** and **99800 kc.**

WNYD—City of New York, Municipal Broadcasting System, area of New York, N. Y.—License to cover construction permit (B1-PRY-296) for a new relay broadcast station.

WNYG—City of New York, Municipal Broadcasting System, area of New York, N. Y.—License to cover construction permit (B1-PRY-297) for a new relay broadcast station.

KNBC—National Broadcasting Co., Inc., near Dixon, Calif.—License to cover construction permit (B5-PIB-58) for a new international broadcast station.

NEW—National Broadcasting Co., Inc., near Dixon, Calif.—License to cover construction permit (B5-PIB-57) for a new international broadcast station.

NEW—Georgia School of Technology, Atlanta, Ga.—Construction permit for a new developmental broadcast station to be operated on **47500 kc.,** power of 1KW and special emission for FM.

Federal Trade Commission Docket

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why cease and desist orders should not be issued against it.

Emily A. Bates, 20 Park Avenue, New York, is charged in a complaint with misrepresentation in connection with the sale of a book entitled "Perfect Sight Without Glasses." (5262)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Acqua-Pruf, Inc., 786 Broad Street, Newark, N. J., entered into a stipulation to discontinue certain representations in connection with the sale of products for use as an additive in the preparation of, or as an application on, concrete. (3946)

O. H. Adams Co., 2018 East Thomas Avenue, Milwaukee, entered into a stipulation to discontinue certain representations in connection with the sale of fire extinguishing products designated "Bomb-Quench" and "Adams' Dry Chemical Fire Extinguisher." (3937)

Alvox Laboratories and as Aborn Exterminating Co., 667 Bergen Street, Newark, N. J., stipulated that he will cease and desist from representing that Alvox Roach Powder is manufactured by him or that he owns and operates or directly and absolutely controls the factory where the powder is made; and from use of the word "laboratories" as part of his trade name or in any manner to imply that he maintains a laboratory. (3936)

Colony House, Inc., operating a retail furniture store at 4244 Connecticut Avenue, Washington, D. C., stipulated that in connection with the sale of furniture, it will cease and desist from:

(1) Describing as "genuine solid mahogany" or "solid mahogany" any piece of furniture which is not of mahogany wood in its entirety. If the term "solid mahogany" be correctly used to describe only the exposed parts of an article, then in such case it shall be immediately accompanied by words in type of equal size and prominence clearly indicating that the article is not composed entirely of mahogany wood.

(2) Using the unqualified word "mahogany" to describe an article with mahogany veneered surface or composed in part of mahogany and in part of gumwood or other material, whether or not any explanation be added that such furniture is not full mahogany.

(3) Advertising any furniture as "heirloom furniture" which has not been previously owned by some family for several generations and handed down to its descendants, as is generally understood by use of the term "heirloom"; or describing new pieces of furniture as "heirloom reproductions."

(4) Describing as "authentic" in design, style, reproduction or recreation any article of furniture which does not have a genuine origin of authority for the use of such expression.

(5) Representing, by statements such as "The beauty and charm of Old Williamsburg are found at Colony House" or "Colony House, reminiscent of Old Williamsburg," that its furniture is a true counterpart or reconstruction of the original or authentically reproduced 18th Century furniture to be found in the homes of Williamsburg, Virginia. (3938)

Herald Publishing Co. et al.—Stipulations to cease and desist from failing to disclose the rayon content of products have been entered into by the following firms:

Herald Publishing Co., 129 West Sixth Street, Newton, Kansas, engaged in the sale and distribution of flags. (3940)

The National Flag Co., 1012 Flint Street, Cincinnati, engaged in the sale and distribution of flags. (3941)

Roth-Getzoff & Co., Inc., 1441 Broadway, New York, engaged in the sale of knitted fabrics. (3943)

Rosette Gowns, Inc., 530 Seventh Avenue, New York, manufacturers of women's dresses. (3944)

Woonsocket Falls Mill, Inc., Woonsocket, Rhode Island, and Victoria Plush Mill, Swathmore, Pa., manufacturers of plush and pile fabrics simulating fur in appearance, and their sales agent, E. F. Timme & Son, 1 Park Avenue, New York. One of the signers of the stipulation in this proceeding was William E. Roschen, a general partner in the firm of E. F. Timme & Son. (3947)

Lee Products Co., Atlanta, Georgia, entered into a stipulation to cease and desist from use of the words "Men's Handkerchiefs" as a designation for any handkerchiefs they sell, the dimensions of which are less than 17 inches in length and 17 inches in width; and from any representation that may tend to convey the belief that handkerchiefs less than 17 inches square are men's handkerchiefs. (3945)

Manhattan Bargain House, Inc., also trading as Broadway Mail Order House, 637 Broadway, New York, stipulated that in connection with the sale of secondhand wearing apparel it will cease and desist. (3942)

Welder's Saf-T Garment Co., 815 Denckle Building, Philadelphia, engaged in the sale of leather garments used by welders and mechanics, stipulated that he will cease representing that he makes such products or that he owns and operates or directly and absolutely controls the factory where such merchandise is manufactured. (3939)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist orders last week:

Ed. W. Arnold Co., Logansport, Indiana, and its sole trustee, Ed. W. Arnold, have been ordered to cease and desist from disseminating advertisements which misrepresent the therapeutic benefits to be derived from the use of a bath cabinet and a mechanical massaging device which they sell in interstate commerce. (4818)

FTC COMPLAINTS DISMISSED

The Federal Trade Commission has dismissed its complaint which charged M. J. Friedlander, Samuel B. Marks, and Hortense Marks, trading as Susquehanna Woolen Mills, New Cumberland, Pa., with violation of the Wool Products Labeling Act in connection with the sale of blankets.

The complaint alleged that the blankets, which were sold to the Navy Department, were misbranded in that they did not bear a stamp, tag, label or other means of identification containing the information required by the act and the rules and regulations promulgated thereunder.

The order of dismissal was entered by the Commission because it appeared that during the period covered by the complaint it was the policy of the Navy Department to require that the individual blankets it procured bear no marks, tags or means of identification other than a legend "U. S. Navy," "U.S.N." or "U.S.N. Medical," as specified.

The Commission has also dismissed its complaint charging F. Ad. Richter & Co., Inc., Berry and South Fifth Streets, Brooklyn, and its advertising representative, H. W. Kastor & Sons Advertising Co., 360 North Michigan Avenue, Chicago, with disseminating false advertisements concerning "Anchor Pain Expeller," a preparation manufactured and distributed by the Richter corporation.

The order of dismissal was entered after the Commission granted the respondents' motion to dismiss the complaint "upon the ground that there is no triable issue before the Federal Trade Commission at this time."